Next Week You Will Find in "The Recorder"

In-Stock, Help or Hindrance

The happy medium of the in-stock department is stressed in this issue and the truth told that it can be at once a help or a hindrance. It will be a help if the dealer will carry in his store enough sizes in staple shoes, even though he knows he can get more in a few days. It is a hindrance if he banks on in-stock departments to take the place of efficient buying on his part. There must be a happy compromise.

There is a point of balance that will correct the condition I found in a western factory where, in one day, 972 single pair orders were shipped from in-stock. That manufacturer is in truth manufacturer, wholesaler and retailer in one service.

I own a dictionary containing the only words Arthur Brisbane ever knew, yet what good are these words unless I have on my tongue the exact ones I need at the moment? Stock shoes are no different. The in-stock department does not release the dealer from the obligation to carry an adequate stock on his own shelves.

Business Birth Control

Too many merchants selling shoes? Too many manufacturers and wholesalers? Inadequate profits all around due to abnormal competition? Some shoe men are convinced that this is one of the industry's chief ills. What's the cure? Read what the merchants of Long Beach, Cal., are doing to solve the problem for their community. Perhaps it may point the way for other cities where the same difficulty is acute.

BOOT AND SHOE RECORDER

with which is combined The Shoe Retailer

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ALL OF THESE ADVANTAGES ARE AVAILABLE TO NATURAL BRIDGE DEALERS

★

NATIONAL RADIO PROGRAMS

will be broadcast thru these sixteen strategically located stations

Cincinnati	WLW
New York City	WOR
St. Paul	KSTP
Pittsburgh	WCAE
Philadelphia	WCAU
Atlanta	WSB
Chicago	WBBM
Oklahoma City	WKY
Detroit	WWJ
Kansas City	WDAF
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Cleveland	WHK
Miami	WIOD
Boston	WBZA
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★

LOCAL RADIO

Free electrical transcriptions for daytime broadcasts by Natural Bridge Dealers.

★

NEWSPAPERS

Local newspaper announcements of radio programs and free mats of an unusual series of newspaper advertisements.

★

DISPLAY MATERIALS

An ample supply of a wide variety of signs, transfers, etc.

★

DIRECT MAIL

A wide assortment of direct mail matter ready for the dealer to send out.

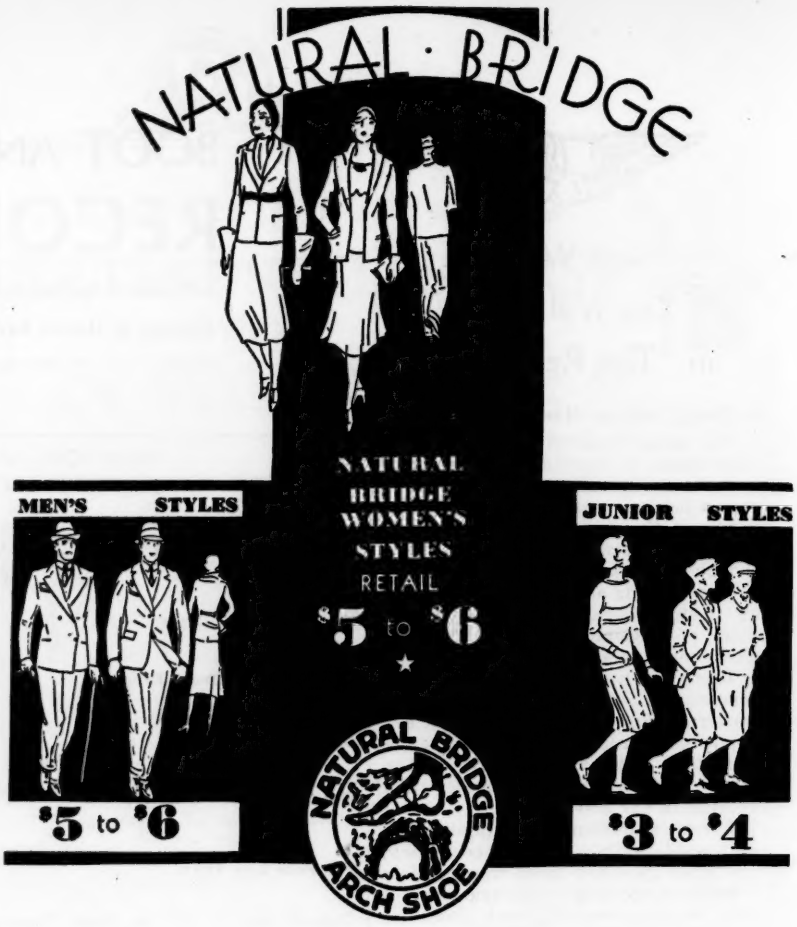
★

FREE ADVICE

on merchandising, stock control and advertising.

★

The full program will be explained by a Natural Bridge representative on request.



STEADY CUSTOMERS

More than one Natural Bridge dealer has remarked that the greatest value in this line of popular-priced shoes is their ability to stay sold. Once a Natural Bridge customer, always a Natural Bridge customer.

We do not believe it difficult to attract new customers to a good line of shoes. Adroit advertising will do that. But to keep them is more difficult than getting them —and more important.

Only one thing can be depended on for that— value.

In many lines the cost of getting new customers is taken out of value delivered. That is not true of Natural Bridge Shoes. We have been repeatedly told, and we sincerely believe that there is no line of footwear in its grade that can compare with Natural Bridge Shoes for quality of materials and workmanship, week in and week out.

NATURAL BRIDGE SHOEMAKERS
Division of Craddock-Terry Company
LYNCHBURG VIRGINIA

New England Distributors—McIntosh Co., Springfield, Mass.
Pacific Coast Branches: CRADDOCK-TERRY COMPANY
San Francisco, Cal. Portland, Ore.
New York Office—Marbridge Bldg. Chicago Office—Republic Bldg.

Natural Bridge Shoes

GOOD TO THE FOOT — GOOD TO THE EYE — GOOD TO THE POCKETBOOK

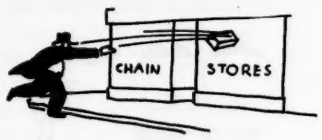
BOOT AND SHOE
RECORDER

Vol. XCIX, No. 23

August 15, 1931

The VOICE of the TRADE

Chain store tax legislation will come up in the States of New York and Massachusetts in the coming legislative season, making a grand total of twenty-six states considering chain store taxation as a source of revenue and as a counterfoil to competition. The bill to be presented in the Massachusetts legislature puts the maximum fee at $2,700 a store, while six other states have a maximum of



$1,000 per store, after an initial quota of from three to five stores.

As legislation now goes, chain store baiting is a new game that meets with the approval of some merchants, and the complete indifference of the public, which, in the last analysis, is the most concerned. Taxation trickles its way into the cost of doing business and is added to the cost of commodities.

* * *

The "Speed Witch" now travels daily out of Boston, bearing shoes and other goods from New England factories via the New Haven R. R. to Philadelphia and Baltimore—there to be immediately distributed among merchants, or transferred to other fast freight trains for delivery to merchants in cities of the South and West. It travels on passenger train schedule, and the railroad men advise shipper to wire their customers of the coming goods, for the "Speed Witch" may beat out the U. S. mail.

This new fast freight leaves Boston late in the afternoon, and delivers goods in Philadelphia and Baltimore the next morning.

* * *

One of the most significant features observed at the Stamford (Conn.) Horse Show recently, was that there was very few riding boots worn by the men showing horses. Nearly all appeared in the Jodphur shoes. As to the shoes worn by spectators, brown and white oxfords far outnumbered the black and white combinations. This was due to the large number of brown and tan sport outfits worn.

Retail shoe men should be particularly interested in noting that some of the new blue shades that will be worn this fall were seen at this time, particularly in the

doubled breasted models. A few of the new wine shades were also noted in the stripe patterns. This color was mostly seen in the single breasted models. This trend of brightening up the men's clothing colors has all the earmarks of meaning many extra pairs of shoes, for bright clothes will need lively shoes to round out the picture.

* * *

Hamil's, a high grade children's shoe store at 503 South 52nd Street, Philadelphia, comes mighty near being the ideal children's shoe store. Charles E. Hamil and his wife operate this establishment along rather unique lines and are making a success of it. The store was established about 13 years ago.

Only two lines of shoes are carried, but they are carried in a wide variety of styles, sizes and widths. Fitting is a fetish and the service, while not overdone, is sincere. The store is attractive, but homelike and cheerful. An X-ray fitting machine

and transparent forms for determining correct sizing insure absolutely correct fits. Over the door is a sign reading, "We fit them from the time they are born until the time they vote." The store draws its trade not only from the immediate neighborhood, but from all over town.

Word of mouth advertising does it, and many of the customers who move out of the section come back to Hamil's for their shoes. Many of the store's early customers who now have children of their own, bring their children back for shoe fittings. And here's a new idea—the store closes up tight all during the month of August and everybody, the boss and the help, goes off for a vacation. This has been the practice for the last five years.

* * *

Recently it was necessary to find a traveling man out on the Coast in a hurry. His

route list was indefinite, with the next stop a week away. The house wired William J. Ahearn, publisher of the *Coast Shoe Reporter,* in San Francisco. Billy was able to find his man in four hours, breaking all of the "mounted" records. It is that sort of service in contact with the trade that makes Mr. Ahearn so popular on the Coast.

* * *

E. I. Dilks, one of America's foremost long distance runners and record holders, does all his running in light weight

Goodrich footwear on crepe rubber soles without any other foot covering. Dilks believes much of his success over distances above 100 miles has been due to his method of running barefoot inside 12 ounce athletic shoes, a practice which he says is less fatiguing. The athlete says his running shoes will last 4,000 miles under usual conditions.

* * *

Margaret T. McCauley, who has been running a shoe store at 1631 South Street, Philadelphia, in the same place in which the store was established by her forebears early in the Civil War, gets

a laugh out of the modern shoe salons with concealed stock cases. The front part of the McCauley store contains the original fixtures, seventy years old, and here we find, according to Cal Mensch, managing director of the Middle Atlantic Shoe Retailers' Association, the concealed stock idea in full sway. The wall cabinets are rather high, made of oak, and have large double doors, which, when closed, effectively conceal the stock.

* * *

"Famous Walk-Overs in Sport." . . . Have you noticed the Walk-Over national advertising keyed to the sport season? Great events in sports are dramatized in illustration and text and the ad is starred "Walk-Over is the Sport Term for Overwhelming Victory."

The new play on words in the term Walk-Over brings us back to the origin of the name. As we remember the legend, Mrs. George E. Keith was reading a newspaper report of the results of one of the historic International Yacht Races, and the headline was "American Yacht Wins in Walk-Over." In a flash, George E. caught the name which he made famous through advertising, and in a few years it had achieved an international reputation. It is refreshing to see the present hook-up of the great name in an advertising series "Famous Walk-Overs in Sport."

* * *

Dress freedom has gone a far distance in women's apparel and this year we are seeing pajamas at the beach, at the

dance, in rumble seats and on Main Street. It is quite the most colorful costume ever designed and because of its loud coloring, is far from immodest. It doesn't need very much courage to wear it as a garden costume, but on the business street—"ain't that sumpim."

At the Joint Styles Conference a year ago, many manufacturers pooh-poohed the idea of pajamas meaning anything to the footwear world.

But what can be done to change the attire of man? He cuts a most ridiculous figure in a coat, vest, stiff collar and all the year-round clothing when the temperature is up in the 90's. Blistering heat of this summer has had absolutely no effect upon mankind in the mass. He sweats and swelters and knows no dress freedom. Even the hatless fad is fading out. Is there no hope of change in men's seasonal attire?

PLUS SIGNS

CONSUMPTION PRODUCTS are always the first to snap out of a depression: shoe production is running 16.6 per cent ahead of a year ago; wool consumption last month gained 40 per cent, and silk consumption in June gained 43 per cent.

BUSINESS FAILURES show a further reduction for the week—427 as against 438 for the preceding week, according to *Bradstreet's* . . . their index of commodity prices as of Aug. 1 showed an increase of 0.2 per cent over July 1!; in turn, a gain over June.

A POPULAR RELIEF is that the depression will last as long as two pair of pants will wear. New York must be snapping out of it for retail sales of men's clothing equal the dollar volume of 1930—ditto for women's apparel and shoes.

AUTOMOBILE SALES ARE A REAL BRIGHT SPOT. Retail sales of new passenger cars in six states and the District of Columbia in June were greater than in June last year . . . sales of eight makes of passenger cars were greater for the entire country in June than a year ago . . . fourteen makes of cars were more heavily registered in Wayne County (Detroit) in July than in the corresponding month last year, and sales of six cars in that territory defied the usual seasonal trend by registering gains over June . . . June sales of new passenger cars in New York State increased 8.7 per cent over June, 1930—the first increase over a year ago shown in New York State this year.

PRESIDENT HOOVER predicted this week that 300 public buildings costing $135,000,000 would be under construction by fall. Work has been started on 192.

JUNE SALES of both department and chain stores in the New York Federal Reserve District show a gain over the preceding year.

SALES FOR THE YEAR TO DATE of a number of chain store systems show good increases: Ludwig Baumann 16.2 per cent, Neisner Bros., Inc. 5.8 per cent, Kline Brothers Co. 23.8 per cent, M. H. Fishman Co. 23.6 per cent.

JULY WAS THE THIRD SUCCESSIVE MONTH in 1931 to show a gain for Chevrolet over the corresponding month of last year; July shipments of Auburn and Cord cars totaled 2580 compared with 646 a year ago; Chrysler production and sales on the new Plymouth broke all previous records for the month; Franklin shipments during July increased 36 per cent over June.

JUNE WHOLESALE SALES in the grocery, drug, and hardware fields in the Chicago Federal Reserve District increased over May —all three gains contrasted with declines last year.

BIG SALES OF THE WEEK include: 1,000,000 sq. ft. of glass to New York's Radio City by the Pittsburgh Plate Glass Co.; $1,000,000 in electrical equipment from Commonwealth Edison Co. of Chicago for General Electric Co.

SHOE PRODUCTION AND SALES ARE INCREASING in all sections. The International Shoe Co. is building a new factory at Anna, Ill. Manchester, N. H. factories are working at 90 per cent of capacity and those in Boston's South Shore district are increasing production.

Compiled by SALES MANAGEMENT

All the dress industries point to the new courage that is coming to men through the wearing of sport shoes—as being the first indication of dress freedom. Who will be the first to show common sense by discarding coat, vest and rigid collar? Hail to the pioneer who will bring more comfort to mankind in the ten sultry weeks still ahead.

* * *

Amos Parrish tells the following story:

"In one of the so-called great stores of America, for the past few months, there have been weekly meetings in each department where

a representative of the firm says with a long, sad face something like this:

" 'I wonder if you know there are many thousands out of work in this city? There are! Do you fully appreciate your job? Do you know how lucky you are to have work?'—and so on for twenty minutes of railing, wailing, rattling, prattling gloom.

"That kind of talk is, in our opinion, please—tripe. And the owners of that store should have a series of good swift kicks in their pants—except they would be hard to kick there because they are always in their offices sitting on them—thinking up more such speeches for their representatives.

"If ever salespeople needed help, it's now. But it's selling help they need—not yelping."

* * *

A. H. Geuting, ("Tony" to most of us), hard thinking president of the N. S. R. A. and Philadelphia's premier shoe merchant, has some clear cut opinions on current business conditions. He says:

"So far as the shoe trade is concerned, all the unnecessary, badly managed stores, and those stores that carry no particular message to their community, are being eliminated by the public. In the well managed stores overhead has been cut to a reasonable proportion.

"Within the last sixty days hides have almost doubled in price. Whether they will go higher or drop back is still a question but it seems reasonable to presume that hide, leather and shoe prices have already reached bottom. I look for no sharp upswing in trade or a rush for high priced merchandise. For some time to come the public will demand moderately priced shoes.

"Looking into the future, there is no boom in sight for 1932, but next year should be measurably better than this year, for those merchants who attend to their business. The day for hot air and the merchant who is essentially an opportunist is over.

* * *

Despite a general tightening up of credits during the past year or so, character, rather than financial responsibility is still the ruling factor in many cases of credit granting. A true story is told of two South Philadelphia shoe merchants who, because of the widespread unemployment among their customers were forced into bankruptcy earlier this year, have both received letters from their sources of supply, different in each case, offering substantial lines of credit if these men wish to reenter the retail shoe business again. Over a long period of years each of these two retailers had an excellent credit reputation. Those who supplied them with merchandise evidently figure that their failures were the result of unavoidable conditions.

Ask Me Another

—Is Big Business in America throttling individual effort?

—By no means.

—What chance has a small business?

—Every chance, if it has efficient management.

—Doesn't big business control the situation?

—No! According to figures presented by the National Industrial Conference Board only one-half of one per cent of American manufacturing plants employ more than 1000 wage-earners; only 1.4 per cent have a payroll of more than 500 men; and only 3.4 per cent have more than 250 employees.

Edmund B. Tefft

President

"Ah, Fifi, there it is. The very shoe I've been looking for to wear to Mrs. De Peyster's garden party."

When in Doubt Choose Pumps

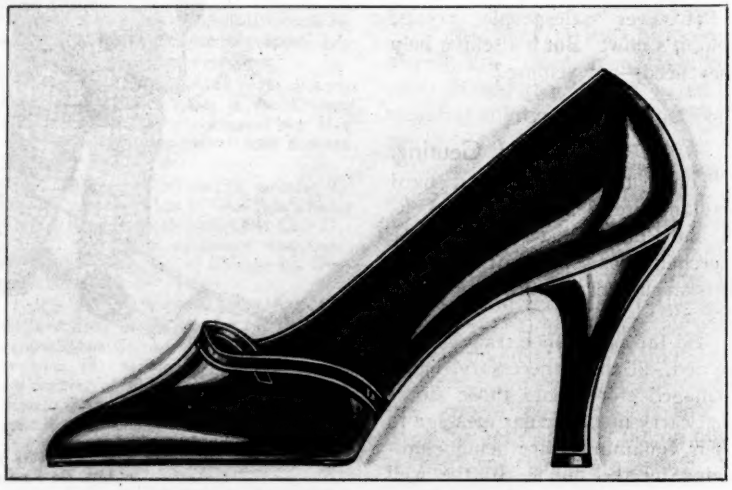
By MADAME HAMILTON JEFFRIES
Fashion Editor, Boot and Shoe Recorder

Women's fashions for the coming fall and winter appear a bit confusing both to those who must merchandise them and those who will wear them. The odd-shaped, little snappy hats which already have made their appearance have upset the budget plans of many women, who thought they might be able to make their last winter's hat go through another season. So it will be with garments, for the new styles are decidedly different from the old. The Empress Eugenie mode —in a modified form, of course—seems destined for a volume run, and the shoe buyer must take cognizance of this fact and guide his own business accordingly.

The dolman type sleeves, loose and baggy at the armholes, the high waist line and the confined fullness in skirts have changed the silhouette completely. The new jacket length and the new glove length also directly affect the proportions of the body.

The revival of the Eugenie period had its inception more than a year ago, and at the August openings in Paris in 1930 some of the first of the new dresses conceived in the Eugenie spirit were featured. The 1830, 1860 and 1890 periods formed the fashion theme song for the year. (See BOOT AND SHOE RECORDER, Sept. 13, 1930) A year later, at the present time, we find the Eugenie or 1890 period, with modifications, working through the entire range of garmentry and building up a consumer acceptance in all grades. Shoes will be simple and carry through the color theme of the dark coats.

With the tendency toward more elaboratoin in the costume itself, a highly ornate or decorated shoe would tend only to confuse the fashion picture. Restraint and simplicity both in line and decoration of the shoe are desirable. The pump fits in with the general silhouette and lends itself admirably to this restrained treatment of decoration.



Don't Miss the Misses

Important Points to Consider in Fall Promotion of Shoes Styled for the Young Modern

A few weeks ago we attended the graduation party of a young girl of fifteen. We have known her since she was five, a romping youngster. Later, while her parents visited in Europe, she attended school in Switzerland and came back still a youngster, after two years, ready for high school at twelve.

Imagine, then, our surprise when we were greeted by a stunning young lady in an ankle length, sheath-lined evening gown of white satin and white medium-heeled pumps—simplicity and sophistication artfully combined.

Grown up! Yet a few minutes later youthful exuberance and enthusiasm over her graduation gifts revealed the youngster again.

Oh, yes, her "boy-friend" wore the conventional blue coat, white trousers and black and white shoes —the correct thing for the informal occasion.

These two style-conscious young people are typical of Modern Youth—the type to which stores everywhere are catering, stressing the style-rightness of the simplified editions of adult fashions, yet not over-emphasizing the practical side of the styles, whether in apparel or shoes.

These young moderns of 12 to 17 have style consciousness—they respond to the stimulation of that personality s e n s e contributed through pretty, correct clothes, quite the same as the adult customer; perhaps more. The desire to dress smartly is the biggest buying urge.

New style developments have banished the awkward age. In shoes they no longer jump from little girl oxfords into women's shoes. Styles, lasts and heels are distinctly youthful and wearable—so much so that many petite, young-minded women are customers of these newly developed departments, whether they're called sub-deb, junior miss, twixteens, younger set, or some other name.

The shoe store should follow the department store's idea of dramatizing this new trend. They put these shoes with the misses' apparel and give the section a name. Every shoe store can play up this section. If space doesn't permit laying out a special section of the store, a sign can be used on the women's side of the store. Have one reading "Women's Shoes" and another "Sub-Deb Shoes," so spaced that they divide the seating facilities in equal parts.

Of course, larger stores can do a great deal more to play up this specialized department. The main thing is that no store should be "casual" about this newest idea in shoes. To simply put in a few styles and let them be "discovered" by young ladies is overlooking a big opportunity.

Those who buy and those who sell this type of footwear should be "youthfully minded." They should have an interest and knowledge of youthful activities, of the temperament and habits of modern young people. They should watch and study youthful apparel fashions. They should keep close record of local events of interest to youngsters and tie-up advertising and displays with them. It lends a glamour to the shoes to suggest them for a particular party or game.

Above all, salespeople must be sincerely interested in young people, liking them well enough to be liked. Youngsters are quick to sense faked interest and to resent a disinterested salesperson. Some of the leading boys' stores have a style council of boys who sit in on style conferences. Many well-known apparel stores have sub-debs and college girls to select, model and sell youthful fashions.

[TURN TO PAGE 54, PLEASE]

Ad Headings for Use with Sub-Deb Shoes

Sub-Deb shoes—choose a pair for each occasion.

Pretty heels—a feature of our Sub-Deb shoes.

NEW in styles, lasts and heels; our junior misses' shoes.

Distinctly smart and very wearable—these shoes for junior misses.

New shoes for girls from 12 to 17.

Shoes for young ladies who go to business.

Chic adaptations of smart shoes for women—specially made for the Junior Miss.

Now Miss 12 to 17 can have the shoes she wants.

Sub-Deb shoes in spectator styles—smart for both games and classes.

At the (name) dance you'll see many of our Sub-Deb Slippers.

Sub-Deb shoes reveal the smartest style themes for Fall.

Here's a favorite with the Junior Miss—made specially for her.

Plan School Shoe Publicity

Here's a Model Promotion Outline That Can Be Used "As Is" or Modified to Suit the Needs of Any Store

All over the land the prelude to the music of the school bells will be played on ringing cash registers—joyfully or dolefully, depending on how skilfully the individual merchant has styled and sized his stock, based on school fashion trends and school census figures . . . and how interesting and well timed his school shoe ads, windows and direct mail may be.

Having the right set-up in styles and sizes, the importance of the occasion justifies a carefully planned and timed season opening promotion that will make the most of the opportunity by focusing attention on YOUR shoes for school and college.

This Model Promotion covers an OPENING CAMPAIGN of one week.

With the window installed, and the folders ready, the five ads should appear consecutively, beginning on a Monday. The folders should go into every out-going package during opening week—and for several weeks thereafter. The folder can be used for the mailing list, with a short letter inclosed—

Dear Madam—

Each child in your family who will soon start back to school or college, is another reason why you (and they) will be interested in the folder inclosed.

The smart styles will please the wearers, good quality, moderate prices and careful fitting will appeal to you.

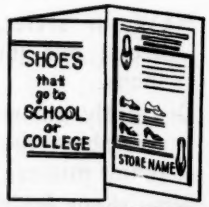
We cordially invite you to visit our store during School Shoe Week.

Yours very Truly,
(Store Name).

Where the paper is a weekly the ads can be condensed into one ad, or use them on five different pages. The illustrations of figures should be easily available in newspaper mat services. The original ads were two columns, 7 inches, in size. After the opening campaign appears, follow-up ads of the same general type and make-up can be used to sustain interest. The main idea is to get complete attention at the start of the season.

Obviously, the timing of this promotion is important. It should appear far enough ahead of school opening to aid in awakening interest, but not so far ahead that its effect is lost before the real selling period gets under way.

GET READY EARLY—Check up right away on stock; get illustrations and ads set; have the folders printed; get letters and envelopes ready for mailing; build the window display, or have it built. It looks like a lot of work. It is too much to try to do in a last-minute dush. But it isn't a hard job if you start far enough ahead.



FOLDER-5 PAGES AND COVER

[Copy for Ad No. 1]

New shoes for school of course!—Not for pride or pleasure alone, but because feet have spread in summer sandals—and the rapid growth of early formative years must be guided with care, physically, as well as mentally. (Store name) shoes for children are an investment in foot health; they're economical because they wear so well.

[Copy for Ad No. 2]

That "happy feet make better scholars" is the best of reasons for starting the school year in new shoes—correctly built and carefully fitted, as all (store name) shoes for children are. And there's an appealing smartness in their style that encourages youngsters to put their best foot forward.

to Produce Profits

Ad heading for other school shoe ads—Youthful footwear with a chic all its own. . . It pays to give them (store name) school shoes. . . . Our school shoes are approved by orthopedic specialists. . . Hundreds of children will march to school in (store name) shoes. . . Shoes for feet that are schoolward bound. . . . Summer freedom has expanded growing feet. . . Thrifty mothers know the economy of our school shoes. . . Smart in appearance, scientifically correct and long wearing. . . Smartness to appeal to the sub-deb; correctness that pleases mothers.

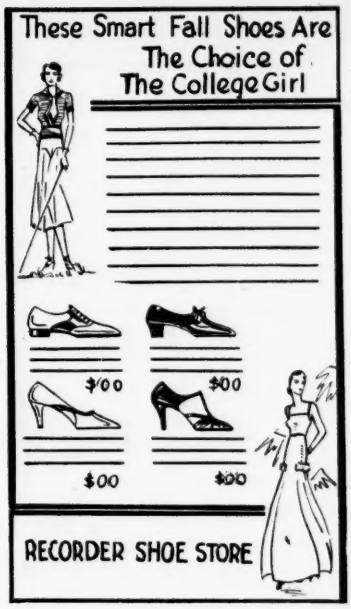
[Copy for Ad No. 3]

If sister's a young lady now—her mental outlook on clothes has grown up—with reservations. (Store name) shoes, cleverly adapted from her college sister's models, fit both her ideas and her feet to perfection—adding one more joy to school opening, with its study and social events.

Ad. No 4

[Copy for Ad No. 4]

In style and stamina, in value and comfort, (store name) shoes fully meet the ideas of college men and their brothers in high and prep schools. Shoes for campus, for sports, for lounging, for dress—whatever your need, it's here, moderately priced.

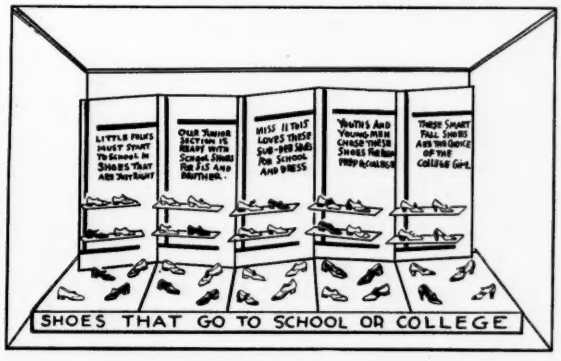


[Copy for Ad No. 5]

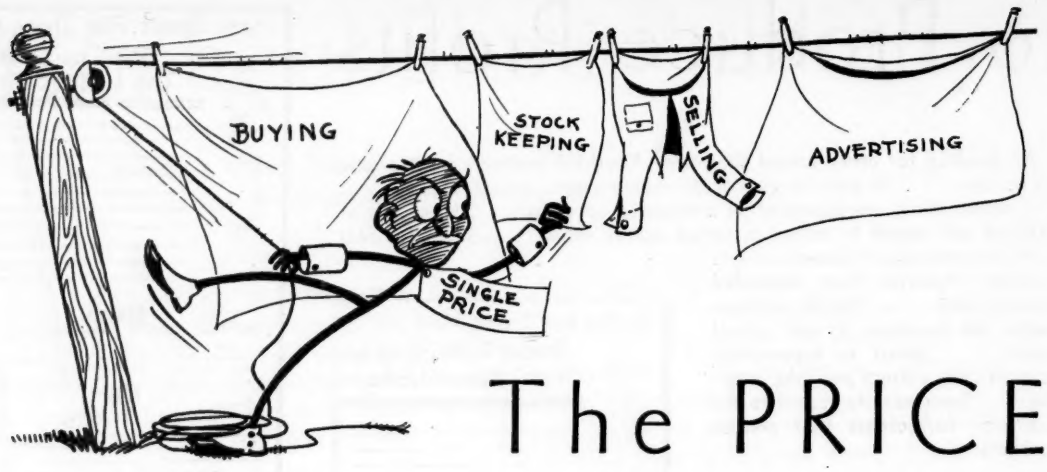
Classic shoes for classes and campus. Charming styles for football teas and Sunday receiving. Delightful models for evening affairs. Shoes whose clever combining of smart style with comfort and youthfulness assures them a place in many college bound trunks.

P.S.—Likewise the wardrobes of many graduates who still cling to collegiate smartness.

The window idea is adapted from the ad-layouts. The five-section panel screen is made of Compoboard on frames, with extra strips to support the shelves from the back. The trimming strips should be painted ahead and tacked in place. Shoes on the shelves are those illustrated in ads. Extra shoes in the foreground. The plateau is of four inch lumber frames, with Compoboard top. It can be built in sections (for later re-arrangement). Tan screens with red trim and brown plateau are suggested.



Inexpensive gifts to please children include book covers, pencil tablet, pencil box, jacks set, jump ropes, marbles package, felt caps, feather hats, baseballs, kites, parachutes, snake tops, knives, harmonicas, game books; these were listed in a recent article in Boot and Shoe Recorder. Obviously, something usable at school is the best bet. The gift idea has proven a tremendous popularity builder among children.



The PRICE

Is the Extra Mark-Up a Merchant Can Put on a Favored Style Worth the Risk He Takes to Get It?

By RAY CRAIG

When asked regarding his firm's price-line policy this fall, one shoe department manager remarked confidentially: 'I'd like to know myself! Every season lately the policy has been something different."

Which, depending on the viewpoint, might be condemned as cowardly indecision leading to ruin—or it might be highly lauded as the only way to keep abreast of the swiftly changing times.

The price-line problem touches upon almost every factor of merchandising operations, (1) buying, (2) selling, (3) stock keeping, (4) display, (5) advertising, (6) mark up, (7) mark down and (8) good will.

Chain stores with fixed prices (pardon me, they *thought* their prices were fixed) have sweated a river about those prices. They have tried 10 per cent off, a dollar off, a nickel off, fifty cents higher, a free pair of hose, an advertising campaign, a boost-the-home-town movement, different appeals at different times in different cities with indifferent results.

They have offered sacrifices of all kinds on the altar of merchandising policies in a frantic appeal to the good Lord of Consumer-Acceptance to rain down a shower of barefoot humanity eager to say, "I'll take 'em."

But for the present let's leave these unfortunate single-price gentlemen to their misery. Better it is that we consider the pickle of the average shoe merchant who has laid out for himself certain definite price-lines, yet who feels the need of a little more mark up to make the P. and L. statement end up on the p. side.

Stated sermonically, the text reads: Shall I get an extra fifty cents for some of the better styles? Or shall I stick rigidly to my set price lines? And if so, whence cometh that extra mark up I need so badly?

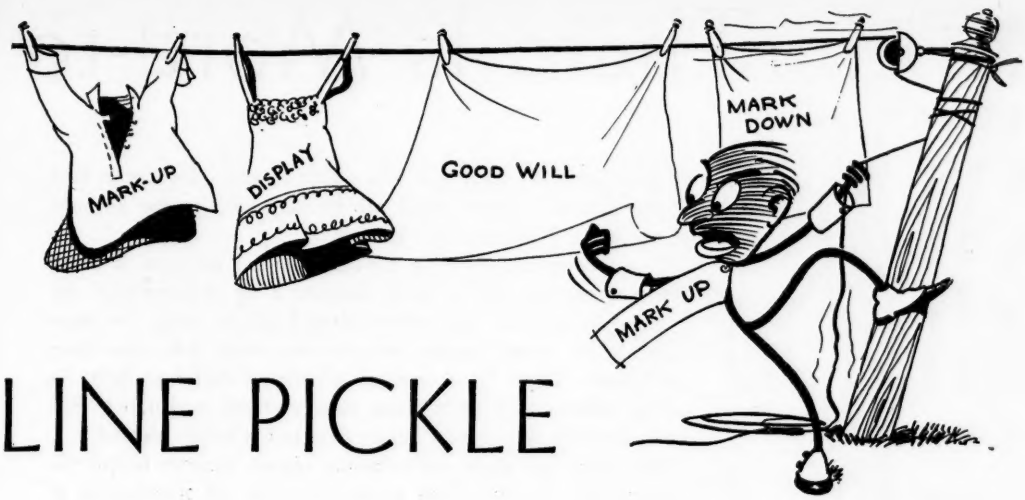
Shoe merchandising is, with the exception of only one angle, a more efficient proposition if conducted according to strict price lines—say, $6, $8 and $10, with nary a shoe priced in between.

The doubtful factor is mark up. And were it not so important there would be no justification for this sermon at all.

To start the argument let's look into an average store. A shipment of fall shoes arrives, bought to sell at the regular $6 price-line. The merchant picks up the livest style and says, "Why not get an extra 50 cents for this one style? I need every cent that can be squeezed out of these shoes and this will sell like a top at $6.50. If I don't try to make some money on the good sellers I certainly can't expect to do it on the poor ones."

"Well, why not? In every collection of one-price styles ever made there is *always* one or more that will bring an extra 50 cents or dollar. That little difference may boost the entire group out of the L. column into the P.

When the merchant advertises his $6 line he will merely omit mention of this one number. Even customers who openly ask for $6 shoes will not hesitate at $6.50 for an especially good style—that is, very few will. In fact that style is quite likely to sell out clean with no advertising or pushing, simply on its own merits—and *what more can you ask of a shoe?*



LINE PICKLE

The merchant may well sum it up thus: "From a style angle the customer paying $6.50 for this shoe gets *more* for her money than if she bought one of these less attractive ones at $6. Looking at it that way, I'm overcharging the $6 customers, not the $6.50 ones. When everything is priced alike, the customers pick the good ones and leave the bad ones on my hands. Price influences the choice of customers.

"Furthermore, every time she pays a little more she is raising the standard of her shoe-buying habits. That helps the industry as a whole, as well as helping me.

"As to stock records, I chart these $6.50 styles right along with the $6 shoes. I buy them as $6 shoes and style them in with the $6 shoes. In fact, when buying them, I never know which styles will be raised.

"I'll admit that sticking to price lines is the easiest way to merchandise shoes. But since when has lazy merchandising, following the line of least resistance, become the proper way of doing things?"

Price policy is always a vital problem in merchandising. Under the economic conditions that exist today it is more important than ever. The question is, for the average merchant: Can I make more money by sticking to a fixed price policy or by marking my merchandise on the principle of what it will bring? The writer of this article marshals the arguments pro and con with a clearness that will dispel the doubts in many minds.

So, to solve the mark up situation this fall, we find many a merchant adding a bit on here and a bit there. A few have gone so far as to forsake the price line policy entirely, marking every shoe what it will bring, as $6.75, $8.25, $9.50, etc.

On the other side of the fence we find plenty of good brothers sticking more closely than ever to definite pre-arranged price lines. Their reasons are numerous and clear cut, so let's list them systematically.

1. *Buying.* When "price-points" are few and far between, there will be no duplication of styles. The stock will be more thoroughly covered with a smaller investment. There is less temptation to "take a flyer" in this or that outside the chosen prices.

When a factory's line does not fit into the merchant's price-line picture he passes him up entirely, as is proper, rather than to "try out" a shoe or two—a procedure which always breeds a big and messy conglomeration of shoes.

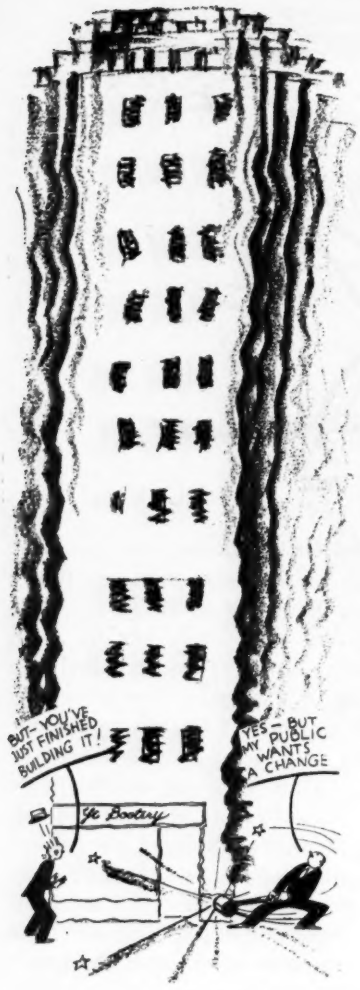
If, in a line the merchant buys regularly, one or two shoes fall above the price limit, the factory usually does its best to "cooperate." Factories realize the business sense of price-lines and from the start try to style their lines on that basis.

2. *Selling.* When buying shoes, the customer has many things on her mind, fit, style, durability, price. Those worries must be settled one by one. If the price-line, say $8, suits her, she has just one thing less to think about.

But if one style shown is $8, another $8.50, another $9, *even though any of those prices may suit her,* still it complicates matters just a bit. The woman doesn't live who does not instinctively wonder if the higher priced one is enough better, or if the lower priced one is good enough, even though she may not be conscious of the thought. Remember this: *Too much complication always ends in "No."*

From the salesman's standpoint, when he shows shoes at various prices, he must justify those prices to the customer. When showing only one price he spends that same energy on the other points. When asked the price he has no occasion to hesitate, as he so often

[TURN TO PAGE 52, PLEASE]



DON'T KNOCK AWAY THE CORNERSTONE OF BUSINESS

"When the sales curve buckles at the knees there is a desperate urge to do something about it. Someone gets hysterical. 'To hell with our standards,' he screams. 'The boat is sinking. Cheapen the goods. Toss a few salesmen overboard. Hire Amos 'n' Andy. Get a new advertising agent who knows how to bam-boozle the public. Do something.'

"That is panic.

"Suppose business went in for sharp practice in a big way. Wouldn't be much fun, would it? Employees would be dishonest, of course. Materials would rarely be up to specifications. You would'nt dare trust anyone. Quality would be a mere veneer to conceal cheapening. Advertising would be mostly lies and would lose its power.

"It might be very easy to slip back to the dark ages of paper shoes, sanded sugar, bribing, spying, double-crossing and general fraud. You know how quickly you slough off the trappings and conventions of civilization on a hunting trip. Psychologists tell us the barbarian in us is just below the surface." Hold to standards—good business can only be done one way.

From the WEDGE by Batten, Barton, Durstine & Osborn, N. Y.

There Is More to

TELL the public what goes into a shoe to give it quality so that the subject of price need not be discussed, is the keynote struck by H. T. Dougherty. He says:

"I am convinced that the constant harping on price is doing the shoe business and all other business a lot of harm now and is going to do more harm when things begin to swing the other way. I have found scarcely any price resistance in my shoe shop at Atlantic City. Of course, an occasional customer drifts in whose interest is in price alone, but by proper explanation that customer invariably buys a better shoe and is better pleased."

Mr. Dougherty made the following address recently before the Atlantic City Branch of the Soroptimist Club, an organization of business women which is international in scope. He prefaced his remarks by saying: "I am indeed a most distinguished person. My claim to distinction is that I am the only man in the United States who doesn't know what caused the present world-wide depression and who has no sure-fire remedy to offer for it."

Here is how he told a group of business women what goes in the shoe to give it quality:

There is one phase of business today which I am convinced is utterly wrong and is not only hurting business now but is building up in the mind of the consumer a wrong impression that is going to be hard to overcome in the future.

I refer to the almost universal tendency of merchants all over the country to cry down their own merchandise and to over-emphasize price.

Mass production and distribution have without question placed in the homes of the average family many articles of comfort and convenience that would have been impossible otherwise. Scientific methods of manufacture of that class of merchandise that can be standardized will no doubt lead to lower prices and wider use of such articles, but in the things that express our personality, whether in the furnishing of our homes, the clothes we wear or in our recreations we do not want standardization any more than we want a standardized humanity.

Perhaps the most perfect example of standardization we have in this country is the Ford automobile plant in Detroit. But I venture to say that Mr. Ford cannot build a Lincoln car in it. At least, he does not try to.

Wherever costs can be reduced without lowering quality I believe it should be done and the benefit passed on to the consumer, but I am convinced that it is bad practice to sacrifice quality for price or to lead the public to believe that goods manufactured on a purely price basis can ever give that pleasure and satisfaction that goes with good materials skillfully put together.

Your chairman has said that I am in the habit of interpreting life in terms of shoes and leather. I believe that I can best prove the truth of what I have just said by a little discourse on shoes, illustrated by the pair of shoes I have before me. Before I proceed

Tell the Public than Price

further, may I say that if any one of you ladies can say within fifty how many operations there are in this pair of shoes I will cheerfully make you a present of a pair.

The shoe business is the only major industry without a literature. It is true there are a number of technical books on sources of supply and methods of manufacture, but the history of the shoe, its antiquity, its symbolism, its romance, has never been written.

The earliest recorded mention of shoes is in the Book of Genesis when Moses, standing before the burning bush, hears the voice of God saying: "Put off they shoes from off thy feet, for the place whereo nthou standest is holy ground."

The use of the shoe, however, dates many years before that event. The sculptures of the period more than six thousand years before Christ show the use of the sandal, the primitive shoe.

There are many references to shoes in the Bible, where they have a peculiar and interesting symbolism.

The removal of the shoe was a sign of reverence as I have just mentioned.

H. T. DOUGHERTY

Proprietor of Shoe Section of Millard's, on The Boardwalk, Atlantic City.

The shoe was a symbol of disgrace as in the saying of one who had refused to do his duty: "The house of him who has his shoe loosed."

It was the symbol of a pledge or contract. A man drew off his shoe and gave it to his neighbor, and this was the manner of attestation in Israel.

To deprive a man of his shoes was a means of degradation, denoting servitude or slavery.

Shoes, or rather the lack of shoes, was one of the signs of mourning.

When the prodigal son returned to his father's house his father did three things: put a robe on his shoulders, a ring on his finger and shoes on his feet, thereby lifting him from servitude to sonship.

Let us get a glimpse of the romance of the shoe by dissecting the shoe before us and finding out where it all came from.

The uppers are made of the skin of a little goat, a kid taken off the animal in Spain, tanned into leather in Wilmington, Del.

The soles are made from the hide of a steer raised in Texas, slaughtered in Chicago, the hide made into leather in Pennsylvania and cut into soles in Brooklyn, N. Y.

The wood in the heels is possibly from Oregon, turned into heels in St. Louis, Haverhill, Mass., or Brooklyn.

The cotton for the lining was grown in Texas or Oklahoma and woven in New England.

Silk worms in China provided the raw material to be spun into thread in New Jersey.

Iron ore mined in Minnesota, smelted in Pittsburgh, made into nails and shank stiffeners in Massachusetts.

All of this material finally assembled in a work room in New York City to be fashioned into a pair of shoes.

I had almost forgotten the name stamped in gold on the lining. This stamp is of pure gold, beaten into leaf in a section of Brooklyn in the same manner it was made in the time of Solomon.

Now let us analyze the shoe and find out how many separate, distinct operations were required to make them.

Beginning with the sole I shall not attempt to show the operations more than to say that there are at least six for the sole and five for the heel, a total of eleven.

The uppers are cut from patterns, each piece separately. There are three pieces for the upper, there are two straps, three pieces of lining, an anchor for the back and a sock lining. There are fifty-three port holes, each with an underlay, another fifty-three. Each underlay is punched, another fifty-three, or a total of 180.

In putting the upper together, each piece must be skived seven operations, each underlay pasted, fifty-three operations, each hole stitched fifty-three operations, thread broken for new start on each hole, fifty-three, more eyelets for straps two, each piece folded, seven, piping in, three, sewing together three, Anchor, one, a total of 182.

Now we are ready to put the shoe together and they go to the shoemaker.

The operations here are lasting, turning, counter box and shank piece in, sewing. Second, lasting,

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FROM THE EDITOR'S ANGLE

August 15, 1931 ▶ ▶ ▶ Arthur D. Anderson

Editor

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Is Style Conference in Jeopardy?

SOME very significant changes are in the wind. Announcement is made that the Tanners' Council will hold its spring leather opening in the early weeks of October; that the National Boot & Shoe Manufacturers' Association will hold its national seasonal opening and shoe display week in mid-November and that the National Shoe Retailers' Association will hold its annual convention in early January. All are creditable endeavors of associations to put their best foot foremost. But what is to become of the Style Conference?

It is pretty much an orphan child. As a Style Conference it has existed for many years. Back in the days of the World War the allied trade conference was used as the instrument of accord among the various associations in the trade working for the common good. That super-organization was of great usefulness in preventing the standardization of shoes into price classifications in 1918.

It lived as a voice of the three major associations for several years and then there was evolved the National Style Conference, which brought in the national bodies of retailers, manufacturers, tanners, wholesalers and traveling salesmen. Year by year the conference grew and expanded, from a participating body of a few dozen men until this spring there were in attendance upward of a thousand people interested in shoes, styles and materials.

Now we are in mid-August and the fate of the National Style Conference as a continuing instrument of contact between the various associations through the practical development of a platform of color and fashions in footwear, is yet to be decided. The Style Conference should not be made a football in association politics. It should stand on its own feet as a vigorous instrument of progress and as a useful tool of anticipation in colors, materials and specifications forecast for the coming season.

The very fact that the Style Conference is the most enthusiastically attended of all the sessions of the trade indicates that as an unselfish conference of men and women gathered for the discussion of style, it has life, virility and great usefulness. To kill the Style Conference, as such, because there are separate promotions by separate associations, would be an error. It would be a national and international mistake, for much good came out of the conference in its selection of colors and types of shoes and the entire world of shoes acknowledges its appreciation of the platform work of the conference.

The Style Conference had its critics and many cunning footwear operators made it a point to do business contrary to the conference recommendations. That is no new thing in collective undertakings, because there will always be individualists who feel that they can profit most by operating directly opposite to the common impulse of trade. But that is, in no sense, a criticism of the conference. The conference will make its errors, new colors will come in in late season, new ideas will evolve, but this we do know—that the major course of business each season is pretty much in line with the recommendations of the Style Conference. There is trade safety in color accord and no one wishes to return to the days of hunch, guess and "hope so," when it has been proved that by collective action, much waste in business can be eliminated.

As the matter now stands, the fact that the Style Conference is in peril as a continuing instrument of the trade, is viewed with concern and alarm by many merchants, manufacturers and material makers. They want the benefit of some sort of a common thought on colors, materials and specifications for next spring. It is time for the national bodies to come to some decision on the matter of the Style Conference, and if no such association acceptance comes forth, then it is time for the Style Conference to organize itself as a committee of the whole.

There never was a season when it was more important to know the center path of color, materials and style, for if each branch of the trade is to go down its own pathway, there will be experienced the irreparable loss of a style understanding based on active and harmonious cooperation.

Misses' Department Grows Up

THE amazing growth of misses' departments in shoe stores suggests the next step forward in shoe store service to a growing division of the public. Less than thirty-five years ago one of the enterprising shoe stores in the East separated its children's department from the regular store and put in charge a woman who was particularly adapted to the handling of children. She gathered around her three or four sales people who showed a similar aptitude in children's shoe selling, and before long the innovation of a separate and distinct department not only achieved success but was subject to much imitation.

Children's departments have grown and prospered these many years. Hand in hand with the growth of the shoe departments was the development of grading of lasts and sizes, and the separation of the manufacturer of children's shoes into distinct factories. America was first in the development of specialized children's shoe manufacture. We see developing an encouraging opportunity for misses' departments in shoe stores, built upon service, selection and economy.

A ready *turn-over* and a good *net profit*

When you concentrate on PETERS SHOES *the big* In-Stock Line

PETERS DIAMOND BRAND SHOES

Bargains on left overs—clearance sales on slow moving stocks —may be good for your customers, but they take money out of your pocket—cut down your net profits.

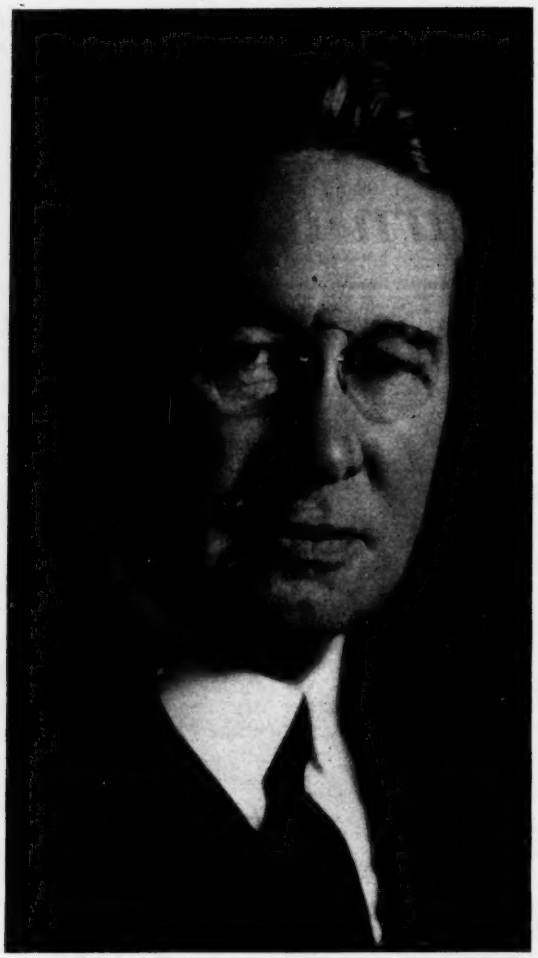
To help overcome these difficulties the Peters In-Stock Service is maintained. Peters Shoes are styled and priced to meet all your requirements, with every style carried In-Stock, for quick shipment.

Follow the lead of many other successful merchants. Start now to concentrate on Peters Shoes —nationally advertised on a style and quality basis. Size up regularly, eliminate duplications, and get a ready turn-over.

This is the sure, tested way to avoid money-losing overstocks and heavy close-outs on broken lines—to cut down your losses and bring up your net profit.

Salesman with complete line and full details of Concentration Plan sent quickly on request. Write or wire at our expense.

Peters
BRANCH OF
International Shoe Co.
ST. LOUIS



EUGENE M. STEVENS

The Courage of Conservatism

How Sound Banking Stands Between Business Inflation and Financial Disaster in Periods of Economic Stress

By
EUGENE M. STEVENS
Chairman of the Board, Federal Reserve Bank of Chicago

In the June 27th Recorder appeared an article entitled "Money Is Cheap; Try and Get It," which challenged some phases of banking policy in the present business emergency. This article by Mr. Stevens, which was published originally by the Metropolitan Life Insurance Company in its Executive Service Bulletin, presents the viewpoint of the banker on the same subject.

That the last two decades have witnessed extraordinary actions and reactions in the affairs of trade and of finance, both national and international, no one will dispute; that trade and commerce are largely dependent on financial policy and operation as the means of exchange of resources and labor of men is a recognized fact. The question may properly be asked, therefore, whether finance has kept pace with the changing conditions and whether its leaders have proved adequate in their comprehension and adaptation of policies and practices.

It may be observed that this period has experienced substantial development in the systems of banking. In most cases the great central banks under governmental supervision have strengthened their power and influence and, in these later years, have made marked progress in cooperation in handling world problems. The Bank for International Settlements already has become a very considerable factor in world finance as a clearing house of payment and exchange and of ideas and opinions. It can reasonably be expected that this agency will have an increasingly important place in the international financial situation.

In the United States, the establishment of a central banking system under the Federal Reserve Act of 1913 has given us perhaps the most scientifically conceived banking system of all time and one which proved adequate to handle the extraordinary emergency demands which it encountered almost immediately after its inception. One scarcely can consider with equanimity what might have happened in those circumstances under the inadequate banking system which the Federal Reserve System supplanted. During its short history it has had to cope continuously with the unusual problems of the war and post-war periods, and its record has amply justified its conception and operation. It could not be expected that this new agency could have been administered during this trying period wholly without errors of judgment, but the system as a "system" has fully proved itself, and the policies of its administration

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TAKE THE UNCERTAINTY OUT OF WOOD HEEL MAKING

"Take the uncertainty out of wood heel making" is a slogan in the Mears Company. For years its efforts have been to improve machines and processes so as to be able to make any desirable shape and style of heel with dependable uniformity, at lower prices.

Some manufacturers believe that when they buy heels with a lot of hand work on them they are getting individuality. They also get a lot of needless variation, and if their shoes varied as much in proportion as these hand-finished heels, their shoes would not be wearable.

Mears machines and processes are as versatile as hand-workmanship, but Mears heels are uniform; hand-finished heels cannot be—they lack the accuracy and the uniformity of size and shape necessary for style and for good shoemaking. Only Mears-made heels can be as faithful copies of your carefully designed models.

Ask to see the new rounded (or "spooled") top heels produced on Mears new spooling machines.

We call them MONOSPOOLS.

GIOTTO, the Italian painter and architect, is said to have drawn a perfect circle free hand. But, there was only one Giotto. You cannot expect perfect curves on your wood heel tops when they are hand spooled. Mechanical spooling on the Automatic Rounding Machine produces uniform curves on wood heel tops with unerring accuracy.

THE NEW MEARS MONOSPOOL
MECHANICALLY SPOOLED

OTHER TOPS
HAND SPOOLED

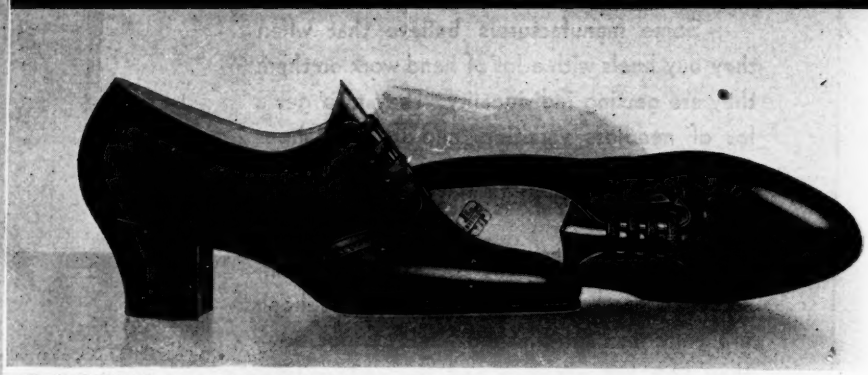
LOOK FOR THIS TRADE MARK ON EVERY HEELSEAT

FRED W. MEARS HEEL COMPANY, INC.

AUBURN, ME. - COLUMBUS, O. - ST. LOUIS, MO. - AUBURN, N. Y.

Associated Companies
CONWAY WOOD HEEL COMPANY, CONWAY, N. H.
MERRIMACK WOOD HEEL COMPANY, SALEM DEPOT, N. H.

Ruby kid . .



Style 2038 Made of Ruby Kid

THE STETSON SHOE

consistently meets the exacting standard of

STETSON SHOE CO.

There are probably very few shoe manufacturers who are more exacting in their leather requirements than The Stetson Shoe Company — ¶ While rigid enforcement of high leather standards is naturally to be expected from the makers of shoes of such traditional quality as STETSONS, there is a further reason for their extreme watchfulness of STETSON leather quality. ¶ This is to be found in their famous Department 5 — a somewhat unique stock service on which Stetson dealers place great dependence. ¶ In any stock service, and particularly one which carries shoes of highest grade, the necessity for absolute repetition of leather quality and appearance is nothing less than vital. ¶ Appreciating these facts we consider the use of RUBY KID by The Stetson Shoe Company most obvious evidence that we are consistently helping them to maintain their exacting black kid standards. ¶ RUBY KID is a Definite Sales Influence.

John R. Evans & Co.
Camden, N. J.
Philadelphia Boston St. Louis
Cincinnati Rochester Milwaukee

It's an EVANS LEATHER

Standardized on Every Shoe

The Courage of Conservatism

[CONTINUED FROM PAGE 24]

are increasingly intelligent and sound. Out of the exigencies of the war period there grew other governmental agencies of credit, such as the War Finance Corporation, the Federal Land Banks, the Joint Stock Land Banks, and the Intermediate Credit Banks.

THE tendency toward concentration of financial power in great banking units by merger or otherwise; the increased scope of banking service; the unprecedented growth of investment banking, and the popular demand for the securities which it has to offer; the enlargement of international banking relations and connections; the marked development of chain, group, and branch banking—all these are evidences of the efforts of the banking system to meet the needs of new and changing conditions.

New agencies of credit direct to the consumer, as evidenced by the great development of the so-called finance companies, have signified in a large way the growth of a new phase of credit accommodation. Heretofore, credit agencies have served primarily the producer, the manufacturer and the merchant, but the finance corporations' service is in the nature of direct credit to the consumer.

In our country, the revolutionary changes in this period, which have turned the United States from a debtor to a great creditor nation and which have caused a flow of gold from the rest of the world into our vaults to such an extent that the United States now has approximately 40 per cent of the world gold supply, have thrust upon us entirely new problems and international obligations and responsibilities. These have called not only for an entire reorganization of our banking and credit system and its policies and administration, but have put an extraordinary strain on the qualities of its leadership.

NOTWITHSTANDING these developments in the banking and credit system (but intimately connected with the events which have made such development necessary) we have experienced within the last ten years an unprecedented number of bank failures. It is true that most of them have been of small banks and in small towns and that, in many cases, the failure of the bank has resulted from what amounted to a failure of the community which it served. This may have been occasioned by a one crop or one industry collapse. Nevertheless, most of these bank failures have come from either frozen or greatly depreciated assets, and these assets usually have accumulated from loans originally based on what have proved to be false bases of valuations.

The predominant cause of our periodic depressions seems to have been an undue and unwarranted activity in production and in price advances based on over-optimism supported by too easy credits. This is an inflation which arises from an erroneous sense of values and is possible only as credits are granted based on false market values instead of sound values.

The banking system as a system cannot determine values or distinguish between the false and the real in values; that is a matter for the intelligence and the sound judgment of its administration. That judgment must be based on a view not circumscribed by the four walls of one bank or localized by the apparent conditions or circumstances in one community. It must rest on a conception that is far reaching and an intelligence that comprehends broad economic fundamentals.

It is probable that the average banker looks upon economics as academic theory, useful as such but not applicable to the practicalities of the banking business. The economist concerns himself with the broad social aspect of commerce and finance rather than with its administration, and without the benefit of individual human contacts in his study. The banker, on the other hand, has primarily human relationships and often only so much of economics as he gets through the channels of practical experience.

BUT commerce and finance cannot exist except in and with a distinct bearing on the social order, on the world of human beings and their labors and needs. Again, the social order is at once the source and the consequence of the political system. Hence the alliance and dependence of these three each upon the other, the economic system, the social order, and the political and governing system.

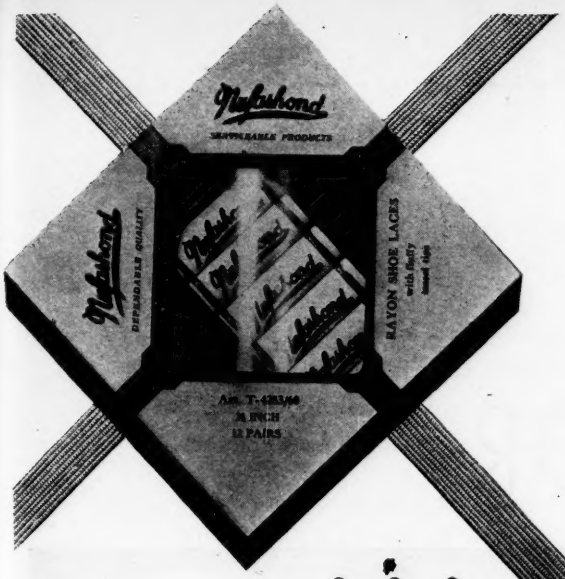
My point is that we have come upon a time in this country where the mere *business* of banking is inadequate and where its proper administration demands the intelligence, training and broad vision which we are accustomed to associate with the best that there is in the professions. Out of barter, the exchange of goods for goods, grew the use of precious metals as the medium of exchange and value. The technicalities incident to handling such a medium as money or currency were purely a business and mechanical operation. Similarly, the receiving of deposits, the transfer of moneys in exchange operations, the mere methods of operation and organization and even, to some extent, the granting of short-time credits to customers are more or less mechanical and have to do with the *business* of banking.

But as credit operations have almost entirely supplanted the use of currency in the world's trade and commerce and as such credit operations should be based on sound values rather than on artificial market values, is it not true that a proper sense of such values can be approximated only by minds trained and experienced not merely in the mechanics of banking, but in fundamental economics as well? This entails a knowledge of the basic principles of values and a vision of world conditions embracing social and political elements.

DURING the great stock market inflation in 1928 and 1929, the bankers in the metropolitan centers, who were the principal lenders to stock brokers, established arbitrary loan values on individual stocks. These loading values were in most cases substantially below the market prices and were based on what was regarded as more nearly their sound values than on the prices reflected in the wildly speculative markets. When the collapse came in the fall of 1929, the situation even then was difficult enough to meet, but if bankers' loans to brokers and the resulting brokers' margins to their customers had been based on market prices instead of on the arbitrary values established, the situation probably would have been accompanied by an entire collapse of our stock marketing system and its administering institutions. Similarly, if the country bankers in the rural districts and the bankers in the cities who loaned largely on real estate, had based their credits of previous years on sound values of the real estate instead of the purely speculative market prices which were prevailing and which could not be justified from the standpoint of earning power under normal conditions, much trouble would have been avoided and great loss would have been eliminated.

THERE were bankers in cities who, through training and experience and sound economic judgment, were not carried away by the speculative frenzy, and there were bankers in the rural communities who had sufficient sense of values to prevent their extending credits on a false basis, and their banks have come through the storm in sound condition. These men had something more than a knowledge of mechanical banking, and in such times of speculative inflation have manifested what took real courage—the courage of conservatism.

The training of the bank clerk and the experience of the average bank officer leaves little to be desired in the mere *business* of banking. In the revolutionary changes which have been experienced in the last fifteen or twenty years, which have put such great demands upon our country and its leadership, there is an increasing need for more men qualified for the *profession* of banking.



WOULDN'T YOUR LACE PROBLEM BE EASIER

. . .

if all your laces carried the same brand name—were bought from one source—were neatly packaged for effective display—and were made by a house of thirty years' experience? That is exactly what the

Nufashond

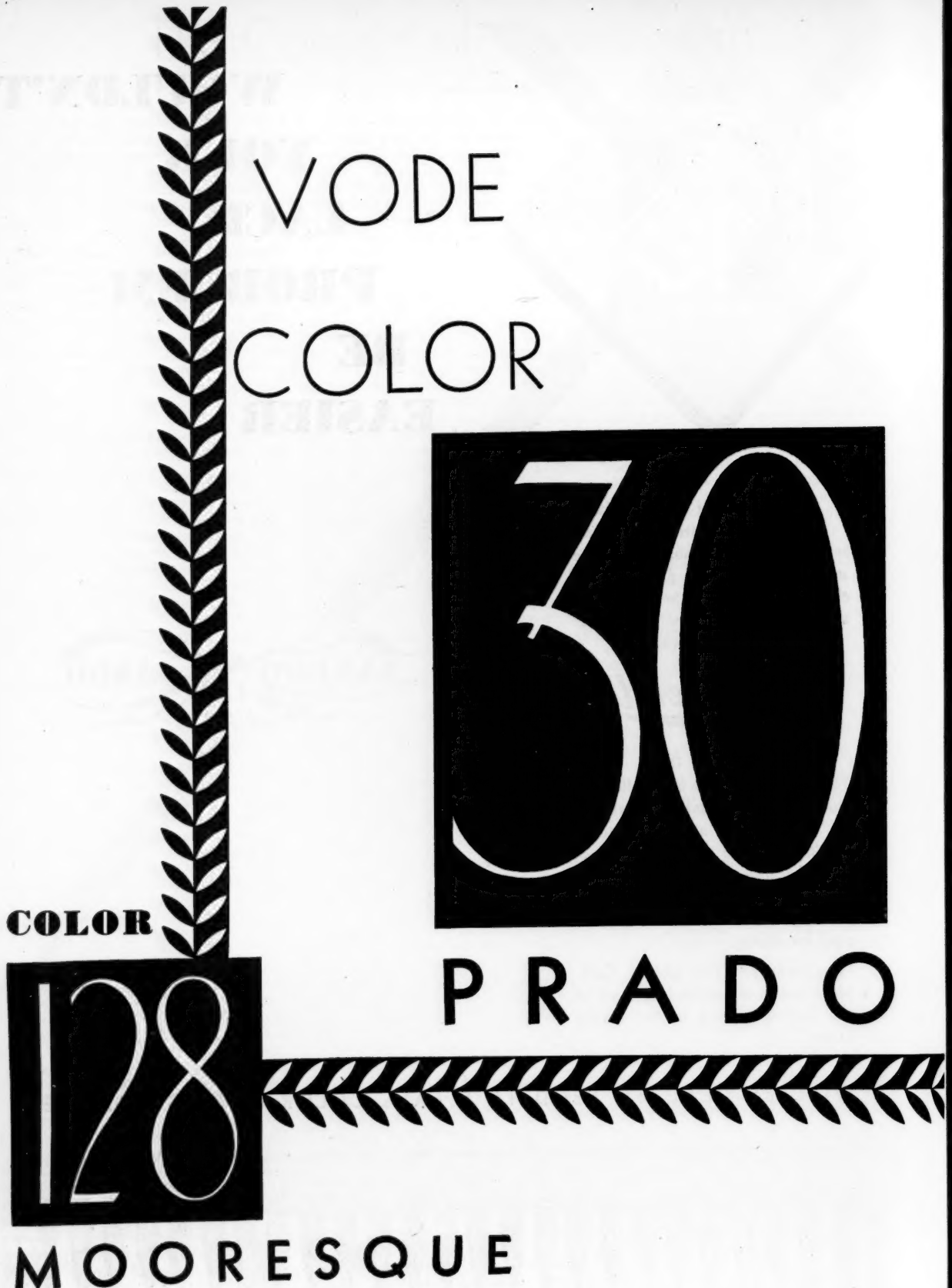
line offers you.

Your lace stock will be smaller and move quicker. Confusion between the various makes and kinds will be eliminated. You can be certain of value because of the house behind the laces. Ordering will be easier. And Nufashond Laces are neatly packaged for display.

"Buy them from your jobber. Complete stocks are carried by most of the leading jobbers in the United States.

NARROW FABRIC CO.
READING PENNSYLVANIA

WE WILL BE GLAD TO SEND THIS FALL COLOR CARD ON REQUEST


VODE
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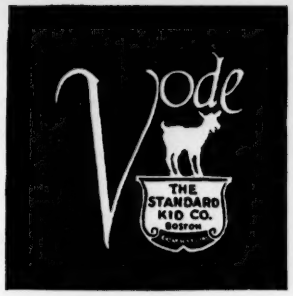


IN demand for Fall shoes, this dark brown, VODE COLOR THIRTY—PRADO BROWN, stands out above all others. Its position of leadership is established beyond a doubt, and smart shoemakers from coast to coast are buying without stint.

In second place, and well ahead of all other browns, is VODE COLOR ONE TWENTY EIGHT—MOORESQUE—a lighter brown.

And we recommend for use with the leading brown, Prado.

A PERFECT BLENDING SUEDE—VODE SUEDE COLOR 933

BROWN

ALLIED KID COMPANY
STANDARD KID DIVISION
209 SOUTH ST., BOSTON

Time to Check on Fall Rubber Stocks

Past Experience Shows How Sales and Profits Have Been Lost Due to Inadequate Preparation Before the Selling Season

With the advent of August the thought of fall stocks must gradually translate itself into fall merchandise.

Each season merchants have a very fair estimate of what rubber stocks will be needed for their immediate needs, yet when the first storms break, store after store finds itself sadly lacking in sizes and heels of staple merchandise.

Every merchant knows that a certain amount of gym and boarding school equipment will be bought for the fall term. Overboots, rubber boots, and the necessary slips are included in boarding school lists. Much of the local business often goes to the college town as home town merchants neglect personally to supervise a list for the girl going away to school or to call attention to such merchandise in feature ads.

This season, with the radical changes in hat lines and coat details, women will perhaps lean to the oxford rubber rather than the higher cuts.

Slip on rubber stocking protectors in gun metal and neutral beige are now being made of pure latex. These promise a new interest in hose protectors and offer a new profit possibility for shoe merchants.

Gym footwear with the semi-hard sole is also something to be featured in ads and promotional work. These new expressions in active footwear are styled with soles showing contrast lines in color. These lines tend to break the real size look, as the color only runs part way along the sole.

Saddles emphasized by colored stitching are new on the junior rubber footwear for gym and deck wear. It has been found that the rubber saddle adds heat to the foot across the instep. The sandal of this season was so satisfactory that another and a bigger sandal season is anticipated.

Color on white and imitation patent leather, such as was used in cheap belts and flowers, is being used for trims on casual footwear. This season the plan-

[TURN TO PAGE 52, PLEASE]

SHOE MANUFACTURERS AND MERCHANTS EVERYWHERE PLAYED SAFE WHEN THEY ACCEPTED THE "BARBOUR STORMWELT" IDEA FOR MODERN FOOTWEAR CONSTRUCTION

BARBOUR STORMWELT was introduced to the shoe manufacturers and retailers of this country in January, 1924 and is now in its EIGHTH YEAR OF TRADE ACCEPTANCE AND APPROVAL.

Over THIRTY MILLION PAIRS of shoes have been made with BARBOUR STORMWELT during that period and the use of this solid leather, inseam-sealing, shape-retaining adjunct to modern shoemaking, is increasing steadily.

There must be merit to a product which outlives the temporary popularity of a fad, a novelty, or a style.

We believe the continued use and approval of GENUINE BARBOUR STORMWELT is entirely because its construction is sound, its purpose obvious and its results satisfactory.

The carefully planned and patented construction of this welting can be IMITATED in appearance but NOT DUPLICATED.

Your patronage for the past seven years is highly appreciated and we ask for its continuation during this the EIGHTH YEAR OF BARBOUR STORMWELT.

BARBOUR WELTING COMPANY, BROCKTON, MASS.
MANUFACTURERS OF
GENUINE BARBOUR STORMWELT

GENUINE BARBOUR STORMWELT is a scientifically formed strip of solid leather. It provides the inseam-sealing and shape-retaining properties always needed in shoes but which, until BARBOUR STORMWELT was perfected and patented, were not to be had. BARBOUR STORMWELT improves the salability of all shoes wherein used. Heavy Duty shoes in particular without this feature lack a most essential manufacturing and merchandising detail.

The SHOE for the JOB

How Science and Shoemaking Are Cooperating to Build Footwear to Meet the Hazards of Modern Industry

By EARL C. LOGAN

This is the second in a series of articles by Mr. Logan on types of shoes required by workers in various industries where safety is a factor. The third article will appear in an early issue.

Three kinds of hazards are responsible for most of the foot accidents in industrial plants: A falling object dropping on the foot; burns from hot metal; slipping on floors that are wet with water or covered with oil or grease.

An analysis of the accident record of a large steel mill revealed the fact that about 60 per cent of all accidents were foot accidents and approximately 80 per cent of the foot accidents were toe accidents. Toes just naturally stick out and so get in the path of falling objects and molten metal that spills or splashes while being poured.

In many foundries the men are required to wear seamless shoes with elastic goring in the sides. Such shoes, generally known as "Moulders," fit closely around the ankles and, being seamless, leave no receptacles for the molten metal to lodge in. In the event that the hot metal sticks to the leather the shoe can be hastily kicked off before it burns through into the foot. The seamless construction and close fitting top serves another purpose—it prevents the sand from getting in to the feet. Some plants require that moulders' shoes be made with safety toes.

A police type semi-dress shoe. Upper of plump boarded kip with wear-proof lining. Calf lace stays and top band, double sole with outsole viscolized and carrying storm welt. A favorite with firemen and many workers. Used in practically every industry where safety shoes are worn.

Soles are an important consideration in the make up of moulders' shoes. For some purposes chrome tanned leather soles are best, as they withstand heat better than oak tanned leather. For other purposes, such as aluminum moulding, where there is little if any heat, rubber belting or other rubber composition soles give the best service. For other than foundry use the blucher is the usually accepted type of pattern. Upper leathers must necessarily vary with usage. Elk, re-tan sides and boarded kip are the more generally used leathers, but for some purposes flesh finished sides have proved best from the standpoint of wear.

As this is being written the daily press is devoting column after column to "heat news." "Sixteen deaths in one day from heat prostration in Chicago." "Mercury climbs to 100." "Thermometer registers 110 in South Dakota." Seems almost unbearable, doesn't it? And yet thousands of men are working every day in steel mills, forging plants and other places where 110 degrees would seem cool. Not only that, but they are working directly in front of open furnaces of molten metal, handling hot steel and walking on hot steel plates. Every minute they are in danger of having their toes crushed by falling ingots, bars, etc.

This is only one circumstance out of thousands in the steel industry and scores of other industries where safety shoes are required. What kinds of shoes will best withstand the wear and best protect the wearer from foot injury?

What is the most economical and most satisfactory method of distributing these shoes to the workers? These are questions which safety directors and their assistants in industrial plants are asking the shoe industry to help them solve.

A decade or so ago, when accident prevention first began seriously to occupy the attention of employers, steel box toes were introduced, but soon passed out because of their many shortcomings. Rust and corrosion were among the basic defects of the material. Since that time chemistry has played so important a part in steel production that it is possible today to get an especially prepared steel for almost any purpose. Within the past two years steel box toes have again forged their way into the favor of many safety engineers—especially in steel and kindred industries.

The new steel toes are made of rust-proof spring steel and are a vast improvement over their predecessors. They have strength—approximately double the

This safety shoe is a favorite in oil refineries and in other industries where hard wear and low price are factors. Made of flesh finished split, chrome soles and nailed.

Moulder's shoe with safety box toe, uppers of retan side and chrome soles. Nailed. Note the gored sides, permitting shoes to be kicked off easily in case hot metal is spilled on them.

A safety shoe of the better grade. Made of oil finished kip, with viscolized sole. Leather lined vamp with unlined quarter. Outside counter pocket. Goodyear welt construction.

strength of the best non-metallic toes now in use and approximately three times the strength of the average —that is their chief claim for recognition. Other advantages are that they will not soften from heat, moisture or perspiration. On the other hand, many of the shortcomings that caused the old steel toe to pass out of the picture are still present.

Steel is a very high conductor of electricity and a steel box toe, therefore, of itself, becomes a dangerous hazard where uninsulated, electrically charged metal is present. For this reason steel toes are condemned by many safety engineers. Steel is very susceptible to both heat and cold and so is, to say the least, uncomfortable where temperature is extreme in either direction. One of the worst defects of steel toes is that they lack resiliency and should they receive a blow hard enough to break them down, serious toe injuries might result.

From a manufacturing standpoint there is sure to be more or less grief. The sharp edge of the box at the tip sweep frequently cuts through the upper with very little wear. The boxes are not anchored to the insole and must depend upon the upper and lining to hold them in place.

Most of the non-metallic safety box toes now in use are lasted into the shoes while in a softened or more or less plastic state. After being dried out and seasoned on the lasts they become hard and while new will withstand comparatively high compression tests. Frequently, however, when worn constantly where the temperature is excessive, the heat and perspiration from the feet will cause the box toes to soften and so become useless as an accident preventive. Some of the more recent inventions, however, are hardened in waxes, fireproofed and waterproofed so they rarely soften under these conditions.

A dress oxford with safety toe. In many industries toe accidents are of frequent occurrence but heavy service shoes are unnecessary. Here the dress oxford of boarded calf, heavy single sole, plays its part, but like other safety shoes it must have ample toe clearance.

To be sure that box toes will stand up under conditions of excessive heat, humidity and perspiration, the Western Electric Company at its Hawthorn plant places the shoes in an oven held at 90 degrees Fahrenheit with a relative humidity of 90 degrees; the shoes remain in this oven for sixteen hours. Human perspiration, however, contains an acid that attacks the box toe more severely than just moist, hot air, so the shoes are placed for sixteen hours in a solution of tartaric acid—the closest known substitute for human perspiration. Other large industrial plants are adopting similar standards to which all shoes must measure up before either price or terms become a consideration.

It is both interesting and important to note in this connection, that a new safety box toe has recently been invented and tested by actual wear as well as in the laboratory, and undoubtedly will soon be on the market, that eliminates the two chief objections to non-metallic toes—lack of strength and the liability to become soft.

This new creation has approximately double the strength of the best non-metallic toes now in use and is about three times as strong as most of them. Under both compression and impact tests it compares very favorably with the best steel toes. It is di-electric—not affected by electricity—i m p e r v i o u s to water, grease, oil and gasoline; is immune to practically all acids and so is not affected by perspiration; is practically non-inflammable and will withstand 350 degrees Fahrenheit before it shows any effect of heat. In other words, the leather parts would be in ashes.

A PLA

BOY AFTER BOY . .

Smashes

JUMP RECORD!

Breaks His Record by 1¾ Inches

R. M.'s indoor standing broad jump record was 5 feet, 8½ inches. The first time he wore Grips he jumped 1¾ inches farther. Boy after boy, in test after test, jumps farther in Grips.

The tape measure *proves* that Grips, the Speed Shoes, give you extra pep and power

Put shoes on a greyhound, and watch him slow up. Well, you just take off your ordinary gym shoes and lace up a pair of Grips, the Speed Shoes. Grips fit your feet like the skin around a greyhound's foot. You never saw anything like 'em, boy. They put extra power into your feet, legs and body.

Nothing flappy or floppy about 'em. They fit you up under the instep, all around the foot. Their inside cushion shock absorber keeps your muscles fresh. Their outer rubber soles are scientifically designed like a racing tire tread. Grips give every muscle of the feet and legs full play. They help develop confidence and body strength and form.

All Grips have the name on them. Be hardboiled, and take nothing else. If you don't know what local store carries them, write us a post card and we'll tell you. Beacon Falls Rubber Shoe Co., Beacon Falls, Conn.

* * *

Famous Grips, endorsed by leading Prep School, High School and College Coaches

GRIP SURE. The only shoe with the famous suction cup sole, that fits the speed limit on fast feet.

ASBURY. The all-around gym shoe with the light-weight sole. A good, inexpensive gym shoe.

GRIP FORM. The Speed Shoe built for basketball and other fast floor sports.

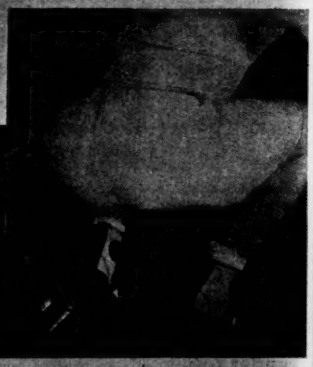
GRIPS

Get That School Gym Business

Grips national magazine advertising *proves* to boys that Grips, the Speed Shoes, have just what a live boy wants. More speed on indoor tracks. More pep in basketball. More power and fun in school gym work. As soon as he laces up a pair of Grips, he gets it. Look over the amazing new Grips line. Top Notch salesmen are now showing it.

Gym-floor Jump test tells story

Read how Grips, the Speed Shoes, put extra power into feet, legs and body.



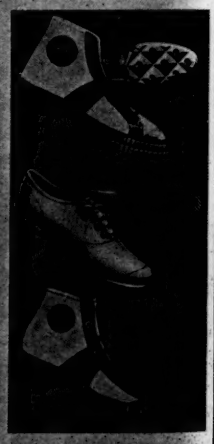
A full inch farther in Grips!

D. W. S. in the standing broad jump on his school gymnasium floor, jumped 6 feet 1½ inches in ordinary gym shoes. He then put on a pair of Speed Shoes, jumped 6 feet 2½ inches. Read why below.

● You wouldn't think shoes could make such a difference! But actual tests *prove it.* Don't ever again be satisfied with ordinary gym shoes. Basketball. Gym work. Floor stunts of any kind. There's extra pep and power in Grips, the Speed Shoes.

Grips give you more speed. More spring. More sureness on the floor. More confidence. They're built for fellows who are out to win.

Fit? Like the skin around a greyhound's foot. Up under the instep, all around the foot. Their inside cushion shock absorber keeps your muscles fresh. Their outer soles are scientifically designed like a racing tire tread. Grips give every muscle of the feet and legs full play. They help you develop body strength and form.



But be sure the name Grips is on them. If you don't know what local store carries them, send a post card and we'll tell you. Beacon Falls Rubber Shoe Co., Beacon Falls, Conn.

* * *

FAMOUS GRIPS, ENDORSED BY LEADING PREP SCHOOL, HIGH SCHOOL AND COLLEGE COACHES

GRIP SURE. The only shoe with the famous suction cup sole, that fits the speed limit on fast feet.

ASBURY. An all-around gym shoe with a light-weight sole. A good, inexpensive gym shoe.

GRIP FORM. The speed shoe built for basketball and other fast floor sports.

GRIPS

BUILT TO ORDER FOR THE INDEPENDENT RETAILER

PROTECTIVE DISTRIBUTION

. . . What's in it . . . for you

1. Security against unfair competition
2. Active help for a smaller end-of-season inventory
3. Lower stock requirements with wide range of styles
4. A full, up-to-date, big value, nationally advertised line of canvas and waterproof footwear
5. The liberal cooperation of a conscientious manufacturer who *knows* retail problems
6. A real chance for big black figures in your ledger

BEACON FALLS RUBBER SHOE COMPANY

Beacon Falls, Connecticut, and 208 So. Jefferson St., Chicago

GRIPS

THE SPEED SHOES •

BUY IN THE NEW

FOR SCHOOL OPENING

AND EARLY AUTUMN

PLAY OXFORDS

Tan and Smoked Elk
Goodyear Welts

5-8	$1.75
8½-11	2.00
11½-2	2.25

B, C and D widths carried in stock

LYONS & COMPANY
122 Duane Street New York, N. Y.
SPECIALIZING IN SHOE STORE NOVELTIES

DR. POSNER'S SCIENTIFIC SHOES

Smart Styles for the Growing Miss

IN STOCK

Illustrated is one of many beautiful models in straps and oxfords for misses and growing girls—in-stock.

Dr. Posner's shoes are smartly styled to invite business and are constructed to insure repeats. Our fall catalogue lists and illustrates the most complete in-stock service of smartly styled shoes for all boys and girls.

Write to-day for our New Fall Catalogue

DR. A. POSNER SHOES, INC.
140 West Broadway New York City
Great New York Factory Warehouse

DR. MILES HEALTH SHOES

No. 2614 — Patent One-Strap, steel arch and cottage shank. Also Black kid and Brown kid.

No. 2618—Black kid Oxford Tie, steel arch and cottage shank. Also in Patent and Brown kid.

Widths A, B, C, D and EEE—Sizes 3 to 9.

BLEECKER SHOE CO., INC. 138-140 Duane Street
BOSTON: 216 ESSEX STREET

The National Association of its annual meeting at October 8-

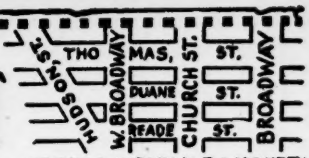
In the New York Wholesale Market, represented on these pages, there are 106 establishments employing 1607 full time workers. In 1929 approximately $54,560,000 worth of shoes were sold. To conduct a business of this size, the best management is necessary. Buyers must know current trends. The various shoe organizations help to keep their efforts in the same channels. The National Association of Shoe Wholesalers is one of these. At its meeting this fall it will try to solve problems that are of vital importance to the retailer as well as the wholesaler.

The value of the wholesaler lies

The "Buy in New York Market" Pages

are groupings of the best offerings of the New York Market houses, leaders in style, quality and progress. These pages appear every other week. It will pay you to look for them.

YORK MARKET



The GREAT WHOLESALE MARKET

Shoe Wholesalers will hold the Hotel Astor on 9, 1931

in the fact that he is in a position to give spot delivery. His shoes must be right.

Management must stand or fall on its own actions. That New York City has built up a market of over fifty million dollars a year is due to the ability of its shoe wholesalers to correctly judge the retailer's needs. A house that falls down in styling, price or service, cannot last. New York wholesalers are paying almost four million dollars a year to their employees to see that these qualities are given to the retailers.

Consider this market. It puts fifty-four million dollars a year behind its judgment of the right shoes for you!

SAKS PRESENTS RAJAH LIZARDS IN SPECTATOR OXFORDS AND PUMPS

IN STOCK—AA to C

No. 3012—Black and White Genuine Rajah Lizard Blucher Oxford, Black kid trim, 16/8 Cuban covered heel, medium toe **$3.75**

No. 3013—As 3012, Brown Rajah, Brown kid trim **$3.75**

No. 3010—Brown Rajah Opera, Brown kid trim, 16/8 Cuban covered heel. **$3.75**

No. 3011—Black and White Rajah as No. 3010. **$3.75**

Also Black and Brown Marcelle Cloth Oxfords and Pumps, trimmed with Patent Leather to match, AA to C. **$3.25**

M. J. SAKS SHOE CORP.
144 DUANE ST. NEW YORK
"IF IT'S NEW—SAKS HAS IT"

We Challenge Comparison with Any Other Shoes in the Country at These Prices

$2.15

No. 4371

No. 4371 — Black Suede Calf Cross Strap, Grey Ringtail Trimming, High Heel, 20/8.
No. 4372 — Same, Baby Heel, 15/8.
No. 4373—Same, Cuban Heel, 15/8.
No. 7361 — Same, Gunmetal Calf, High Heel, 20/8.
No. 7362 — Same, Baby Heel, 15/8.
No. 7363—Same, Cuban Heel, 15/8.
No. 7381—Same, Patent Leather, Snake Trim, High Heel, 20/8.
No. 7382 — Same, Baby Heel, 15/8.
No. 7383—Same, Cuban Heel, 15/8.

LEVEY BROTHERS SHOE COMPANY
145 Duane St. **New York City**

BAYSIDE REGENT

Carried in Ring Lizard, Black Calf trim. Carried in Black Suede Calf, Black Calf trim. This same model is also developed in Strap and Oxford in both Ring Lizard and Black Suede Calf. Carried on long vamps on 20/8 Spike and 15/8 Cuban heels.

B wide—4½ to 8;
C wide—3½ to 9.

In Stock for at Once Delivery

$2.10

B. FRIEDMAN SHOE CO., Inc.
ESTABLISHED 1880
109 READE STREET **NEW YORK CITY**

At the recent Boston Show, buyers, manufacturers and tanners, recognizing

NU-WAY SHOE CO.

as the KING OF STYLISH STOUTS, awarded them First Prize for excellence in quality, workmanship, style and price.

It will pay you to wait and see our complete line. Salesmen are now on the road.

Over 1000 Styles to Select From

NU-WAY SHOE CO.

142 DUANE ST. **NEW YORK CITY**

Machines! a Tribute

By machines, man multiplies himself and extends his power. They are his self-created servants. They epitomize obedience to his will. They perform heroic feats of strength, and the most delicate and intricate operations with equal facility. They have added to the comfort and the worth of human life, and made possible our civilization. The history of the machine is dramatized by boots and shoes. The uncouth and stumbling work of our forefathers, when placed beside the artistry and perfection of modern foot-wear, bears mute but eloquent evidence to what we owe the machine. One of the four hundred and fifty masterpieces of invention, made in our Beverly factories, has eleven hundred and fifty-one parts. And here is a spring so small that it takes four hundred and twenty-five of them to weigh an ounce. Into our shoe machinery has been poured the finest creative genius of this age. Upon invention and experiment in our laboratories and workshops the Shoe Industry has uplifted a monument to progress and achievement. There is no article, not even a watch, that is made with greater care and precision than the chief products of this Industry. For the building of fine shoes is most intimately related to the mechanical perfection, operation and servicing of the machines which make them possible.

United Shoe Machinery Corporation
Boston, Massachusetts

▶ HOW'S BUSINESS? ◀

Leather Consumption High

NEW YORK — Leather consumption during June was the highest for any month since January, 1930, a consistent growth being recorded since last November. Figures released by the New York Hide Exchange also show that the consumption of cattle hide leather during June was 1,573,000 hides against 1,370,000 hides in June, 1930, bringing the total for the first six months slightly above the level of last year.

During June consumption exceeded production by 104,000 hides. The output for the first half of 1931 aggregated 8,018,000 hides, approximately 13 per cent below the same period last year.

Stocks of cattle hide leather which had been built up to 8,021,000 hides on December 31, 1930, were steadily reduced during the first six months of this year to a total of 7,320,000 hides against 7,262,000 hides on June 30, 1930.

Improvement in Brockton

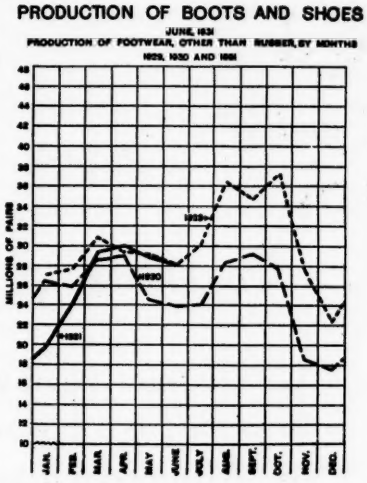
BROCKTON—Business in the shoe and allied industries has shown a decided improvement during the past month, according to well posted local observers. The greatest activity noted was naturally in those plants that are specializing in the present popular prices in the vicinity of $5.00. Many of these factories are operating at capacity. Orders are coming in with such regularity to warrant the feeling that the shoe industry is one of the first to come out of the depression.

Shoe Sales Up in Chicago

CHICAGO—The Chicago Federal Reserve Bank, in its semi-annual report, finds that shoe sales of dealers and department store shoe sections showed a gain of 9 per cent in the aggregate for June over the previous month.

Production Still High

WASHINGTON—Production of boots and shoes during June, this year, showed a slight reduction from that of May, but continued at a high rate and was considerably larger than in June, 1930. Total production for the first



six months of this year was 1.1 per cent larger than for the same period of last year, increases in misses' and children's shoes overcoming some losses in men's, boys' and women's. The following table shows the production for June and May, 1931, and for June, 1930.

Kind	June, 1931	May, 1931	June, 1930
Boots and shoes, total	28,123,803	28,837,424	23,904,403
High and low cut (leather), total	22,929,493	23,346,270	20,417,192
Men's	7,183,919	6,735,430	6,773,618
Boys' and youths'	1,560,351	1,646,799	1,551,384
Women's	9,606,699	10,057,674	8,135,248
Misses' and children's	2,834,580	3,128,015	2,458,240
Infants'	1,743,944	1,778,352	1,498,702
Athletic and sporting	149,373	148,120	146,623
Part-leather and part-fabric	218,051	792,314	.....
All-fabric (satin, canvas, etc.)	689,430	782,079	162,378
Slippers and moccasins for house wear, total	2,931,828	2,811,946	2,688,682
All leather	671,944	668,249	341,505
Part leather, felt, etc	2,259,884	2,143,697	2,257,177
Barefoot sandals, play shoes, and all other footwear	1,205,628	956,695	489,527

Schiff Sales Gain

COLUMBUS, OHIO—The Schiff Co. which operates a chain of 173 retail shoe stores throughout the central, eastern and southern States reports that total sales for the first seven months of the year were $5,828,026 as compared with $5,573,383 for the corresponding period last year or an increase of 4.47 per cent. Sales for the month of July were $937,605 compared with $883,127 for July of last year, an increase of 6.17 per cent.

It is reported that the Schiff Company has shown an increase in sales for each month this year with the exception of one month. During August the company will open two additional stores in Chicago and single units in Beloit, Wis., Hartford, Conn., Highland Park, Mich., and Birmingham, Ala.

Biggest Payroll Ever

ST. LOUIS—Fred Marx, secretary of the Moore Shoe Co., of St. Louis, announced last week that the firm's payroll exceeded the $10,000 mark and was the largest in the history of the business.

"All indications point to a continuation of our activities at maximum capacity for the duration of the fall season," said Mr. Marx. "No depression at our corner."

Retailers:

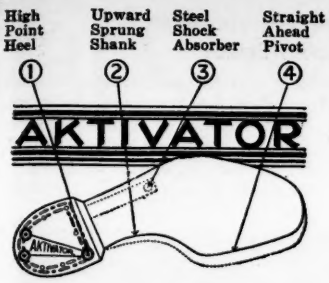
Consider THE NEW AKT

Surrounded *with*

Localized Advertising *and* Merchandising Helps . . . *including:*

1. **Distinctive newspaper advertising mats**
2. **Effective circulars**
3. **Attractive direct mail folders**
4. **Brilliant Neon signs**
5. **Colorful show cards**
6. **Compelling window features**
7. **Animated displays**

CENTRAL SHOE CO.
ST. LOUIS, MANUFACTURERS. U. S. A.



For Men
For Women
For Children

IVATOR

FEATURE SHOES

Straight forward tread
Sprung-up inner sole
Steel shank on outside
Special heel gives grace, poise, comfort
Smart styles
Perfect fitting lasts
All widths and sizes
Carried in stock
To be retailed profitably at popular prices

Investigate
the AKTIVATOR *Franchise*

Study the advertising and merchandising features which have all been carefully planned for and by the retailer to focus *local* attention on the point where the shoes are sold.

CENTRAL SHOE CO.
ST. LOUIS, MANUFACTURERS U. S. A.

WHERE TO BUY
Men's Shoes

THE Packard SHOE FOR MEN
M. A. PACKARD CO., Makers
BROCKTON

NETTLETON
Shoes of Worth
A. E. NETTLETON CO.
H. W. COOK, *President*
Syracuse, N. Y., U. S. A.
MEN'S FINE SHOES EXCLUSIVELY

BONE WITH THE BEST
TRADE MARK
Stacy Adams Co.
Manufacturers of
MEN'S FINE SHOES
Brockton, Mass.

Brennan Shoe
Richards & Brennan Co. Randolph, Mass.

The Edwin Clapp SHOE
"HIGHEST GRADE ONLY"
EAST WEYMOUTH, MASS. U.S.A.

BEACON
In Stock Service
F. M. HOYT SHOE CORP.
Manchester, N.H.
SHOES

"A MAN'S DECISION"
THE Old Colony
Boston—183 Essex Street
N. Y.—915-917 Marbridge Bldg.
Men's Fine Shoes
Old Colony Shoe Co.
Brockton, Mass.

ABOUT PEOPLE

Technologist on Tanning

WASHINGTON, D. C.—C. C. Smoot has been appointed technologist on tanning and tanning materials in the Bureau of Chemistry and Soils, U. S. Department of Agriculture.

Mr. Smoot comes to the department with a background that eminently fits him for his work, says F. P. Veitch, in charge of the industrial-farm products division of the bureau. He has been connected with the tanning industry all of his life, and is of a family identified with tanning for four generations. Mr. Smoot is a graduate of George Washington University and a past president of the American Leather Chemists Association. In his connections in the trade he has served as manager and chemist for a large sole leather tannery and tannin extract plant in North Carolina, as technical adviser to a Canadian tannery, and as a technical demonstrator and salesman of tanning materials.

Mr. Smoot's work will be devoted to the development of sources of tanning materials and of tanning processes. One of his first assignments will be a survey and study of the possibilities in the commercial utilization of the waste hemlock barks and other barks of the Northwest for making tanning extracts. This work will involve the collection, in cooperation with Federal and State Forestry Bureaus, lumbering and paper-making interests, and tanning extract manufacturers and tanners, of all existing pertinent information, and the obtaining of additional new facts which will determine whether these materials—now wasted—are available for commercial development as sources of tannin.

Arthur Jacoby Not Affected

Arthur Jacoby, of Arthur Jacoby G.M.B.H., Berlin W 15, who is well known in this country and who handles American-made shoes in the German capital, wishes to make it clear to his many friends in the United States that his firm is not connected with Emil Jacoby A.G., operating stores in Berlin, Hamburg and Frankfort and recently reported in financial difficulties. Mr. Jacoby states that his business is in no way affected.

Shoe Man Marries

DES MOINES, IOWA—Jas. S. (Jimmy) Tyler, proprietor of Tyler's Economy shoe store at Nebraska City, Neb., and Miss Ruby Billings of Des Moines were married Sunday, July 26, at St. Ambrose rectory. After a wedding trip to Wisconsin, they are to be at home at Nebraska City. Mr. Tyler was formerly head of the basement shoe department at Younker Brothers, Des Moines.

Conaway-Winter Open Columbus Branch

COLUMBUS, OHIO — Conaway-Winter Co., Inc., shoe designers, of Brooklyn, N. Y., have opened a branch office in the Stoneman Building, with Carl C. Weigand in charge. Mr. Weigand is very favorably known in this territory

CARL C. WEIGAND

and bears the well-earned reputation of being a clever pattern stylist as well as a designer of considerable originality. A corps of able assistants has been selected to work under him, so that the Conaway-Winter Co. feel that they are in a position to render an exceptional style and pattern service to manufacturers in this territory.

To Buy Men's Shoes

PORTLAND, ORE.—Jerry Seitzick, formerly with Frederick & Nelson of Seattle, as assistant buyer of men's shoes, assumed management of the men's and boys' department at Meier & Frank Co. Aug. 1. Mr. Seitzick succeeds James Lawrence, who, with the new enlarged women's and children's department planned for the new store, will require more time buying for these two sections.

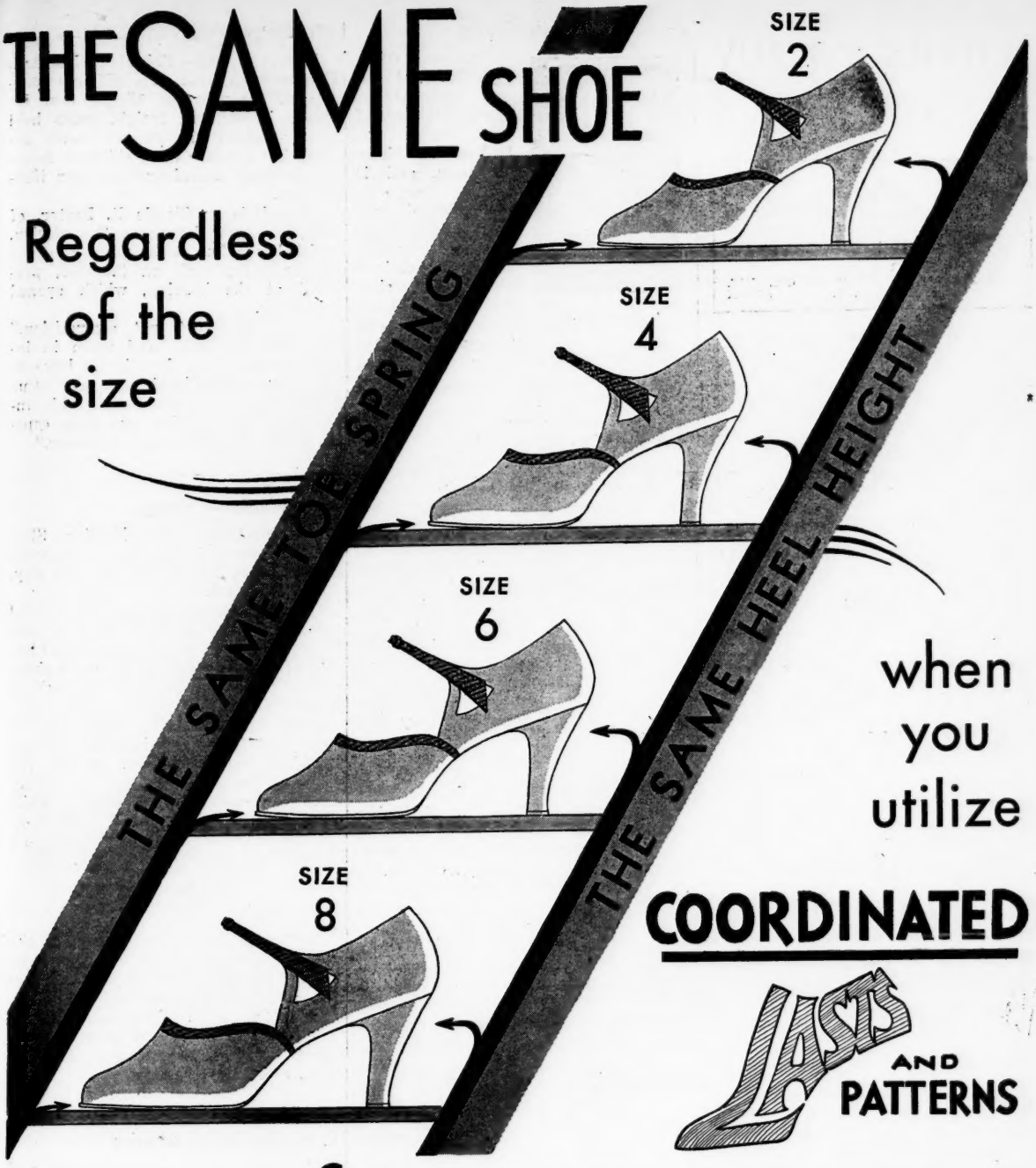
The men's and boy's department will be moved to the second floor adjoining other men's wear departments soon, and Mr. Seitzick will make regular trips to Eastern shoe centers.

Park, Goodyear Sales Manager

MIDDLETOWN, CONN.—Charles M. Park, formerly treasurer and sales manager of the Preston E. Keith Shoe Company, Brockton, Mass., has been named sales manager for the Goodyear Rubber Company of this city. Mr. Park has been treasurer of the rubber concern. He succeeds Daniel E. Gray in the sales manager's post.

THE SAME SHOE

Regardless of the size



when you utilize

COORDINATED LASTS AND PATTERNS

Co-ordinated Lasts and Patterns is a system of automatic, scientific unification of all sizes of lasts and patterns in which each size is a perfect model, accurately reproducing the character, appearance, lines, and contour of the original last. All sizes, therefore, from 2 to 8 actually become sample sizes, for they faithfully retain the true proportions given the 4-B size by the shoe and last designers.

THE LAST WORD

UNITED LAST COMPANY

BOSTON, MASSACHUSETTS

WHERE TO BUY
Women's Shoes

Dr. A. Reed
CUSHION SHOES
FOR WOMEN
THE JOHN EBBERTS SHOE CO., INC.
IN Buffalo, N. Y. STOCK

HAND TURN PUMPS
PATENT OR CALF
19/8 HEEL
AA TO C, 2½ TO 8, $4.25
In Stock
ROTH SHOE CO.
Manufacturers
52 N. Fourth St.
Philadelphia

WHERE TO BUY
Spats

BOND STREET
Spats

Best known, most demanded line. Styled in England and made in a full range of sizes and correct colors. Backed by powerful radio advertising over a National Broadcasting Company network — Supported by strong merchandising helps, attractive packages, etc. Immediate delivery from stock. Write for samples.
THE WILLIAMS MFG. COMPANY
Portsmouth, Ohio, U. S. A.

Harlan With Munn

HOUSTON, TEX.—C. T. Harlan has been employed by the W. C. Munn Company, Houston, as manager and buyer of the shoe department of that organization. Mr. Harlan comes to Munn's from the W. C. Stripling Company, Fort Worth, Tex.

"I feel very much at home at Munn's," said Mr. Harlan in speaking of his new position.

"In fact, it was at this store that I began my career many years ago. I felt very important in my job as wrapper. I was a young fellow of fifteen at the time. Since then I have been associated with some of the other outstanding shoe stores of the city, Krupp & Tuffly, Levy Brothers and Harris-Hahlo. It is good to be back here among my friends again."

Mr. Harlan fills the vacancy caused by the resignation of G. C. Clayton. Mr. Clayton is now connected with the shoe repair department of Foley Brothers Dry Goods Company.

New Lape & Adler Stylist

Louis G. Argus

COLUMBUS, OHIO.—Louis G. Argus has resigned as vice-president of the Walker T. Dickerson Shoe Company, and is now in charge of the style department of the Lape & Adler Company. Mr. Argus received his early shoe training in the Julian & Kokenge Company factory, where his father, George Argus, was formerly treasurer. Mr. Argus is 28 years old.

Therian With New Chain

JAMESTOWN, N. Y.—J. Therian has been appointed buyer of men's, women's and children's shoes for H. M. Reich Co., Inc., which will open a chain of at least 10 junior department stores in Western New York and Northwestern Pennsylvania before the end of December, it was announced by H. M. Reich, president of the new company. The first unit has been opened at 1-7 North Main Street in Jamestown and the second will be established about Sept. 15 in Union City, Pa. Other locations now are being sought in Corry and Warren, Pa.

Weber Sells Out

SAN ANTONIO, TEX.—Ben E. Weber announces the sale of his interest in the Peacock Stores, Inc., holding company for the French Bootery Company of Texas, operating departments in San Antonio and Houston and an exclusive shoe store in Dallas.

Mr. Weber has made no definite plans for reentering business and recently made a trip to Mexico and is now in New York City. Later he will visit Saratoga and Lake George, the home of his mother.

Opens Shoe Store

OSCEOLA, IOWA—Harry Moore has opened a shoe store in the Bolibaugh block here. He was formerly in the general merchandise business in Osceola.

New Wisconsin Officials

MILWAUKEE—Officers of the Wisconsin Shoe Retailers Association, elected at the annual convention held here last week, are:

President—M. Fitzsimmons, Fond du Lac.
First Vice-President—Max Lau, Racine.
Second Vice-President—J. Bush, Green Bay.
Secretary-Treasurer—J. Langenberg, Appleton.
Directors—B. J. Friedl, Wausau; R. E. Sager, Green Bay; N. Eichenberger, Plymouth, and W. J. Muckle, Milwaukee.

Hits Freight Rise

PORTLAND, ME.—Robert P. Hazzard, shoe manufacturer, at a sectional hearing on the proposed 15 per cent increase in railroad freight rates held here, charged the carriers with attempting to place upon shippers financial burdens caused by their own inefficiency.

Commissioner Claude R. Porter, of the Interstate Commerce Commission, which has before it the petition of the railroads for such an increase, presided at the hearing, which opened yesterday.

"They have not met competition," Mr. Hazzard said, "and when in industry we fail to do this we have to pay the penalty and not have some government department pass this inefficiency on to some one else, especially one who remains a customer."

New Wholesale House

PHILADELPHIA — The Kessler Shoe Co. has leased the store and basement of 32 North Fourth Street, this city, for a long term.

This wholesale shoe company, formed by Alexis and Herman Kessler, was formerly known as the Seabrook Shoe Co., of Seabrook, N. H. Women's shoes are to be carried in stock to retail at $1.95, $2.95 and $3.95.

Both men have had a wide range of experience in the shoe industry and are confident and optimistic about the future. Herman Kessler is taking charge of the credit department, while Alexis Kessler will cover the territory on the road where many of his old friends will welcome him back.

New Officers

HOUSTON, TEX.—New officers of the French Booterie, shoe department of the Harris-Hahol Company, Inc., Houston, are John J. Meacham, St. Louis, president; J. L. Spencer, Houston, Tex., vice-president and general manager; J. W. Spencer, San Antonio, Tex., secretary-treasurer.

F. H. Timson, Jr., Marries

F. H. Timson, field sales manager of the Bob Smart Shoe Co., Milwaukee, announces the marriage of his son, F. H. Timson, Jr., July 22, to Miss Mary Hall of Winter Park, Fla. Young Mr. Timson is an assistant sales manager of W. T. Grant store in Union City, N. J.

Visitor from Holland

CHICAGO — E. Stibbe, of Bloch & Stibbe, Amsterdam, Holland, recently paid a visit to Mark Lowenberg of Golo Slipper Co. in Chicago.

Mr. Stibbe looked over the shoe and leather market in the United States for his house, which is the largest wholesaler of shoes in Holland.

POLLYANNA

HEALTH SHOES

GO ON THE AIR

• • • •

ON August 28 this amazing line of juvenile health shoes will send its first program to radio listeners all over the country.

The initial program will be broadcast by two of the most powerful stations in the country WOR—Newark, N. J.—at 5.45 Eastern Daylight Saving Time—and WLW—Cincinnati, O.—at 5.45 Central Daylight Saving Time.

It is significant that the growth of this line of shoes, not yet a year old, has been so rapid that we are able to employ national advertising to further assist our dealers.

In the first six months of this year hundreds of Pollyanna merchants have reported turnovers ranging from six to ten and twelve times per year. These amazing results have been accomplished on the sheer merits of the shoes themselves—their style and value appeal, and their perfect fitting qualities.

If you have not yet investigated the Pollyanna Agency Plan, there is still time to get ready for the better business which is predicted for Fall and Winter. Write us for complete details.

The A. S. Kreider Shoe Co.
ANNVILLE, PENNSYLVANIA

New York Office and In Stock Department
196 Church Street

AT THE
NATIONAL SEASONAL
OPENING AND
SHOE DISPLAY
WEEK
NOVEMBER 16-20
ROOM 1204
COMMODORE HOTEL
NEW YORK

Pollyanna HEALTH SHOES

THE FIRST JUVENILE CORRECTIVE SHOE RETAILING AT THESE PRICES FOR STAPLE PATTERNS AND LEATHERS

$2.50
5 to 8
A to D

$3

$4.00
2½ to 7
AA to D

8½ to 2 A to D

MORE EXPENSIVE PATTERNS AND LEATHERS RETAIL SLIGHTLY HIGHER

FROM KINDERGARTEN TO COLLEGE
KEEP THE GROWING FEET HEALTHY

WHERE TO BUY

Men's & Women's Slippers

IN STOCK

FOR IMMEDIATE DELIVERY

Sizes 11½ to 2
2½ to 8

The best popular priced turn tap shoe in the market.

2270

Insist on turns for tap dancing shoes with leather heels—as they must be flexible.

Packed in 18 or 36 pair cases

2257

Turn shoemakers since 1909.

Write for sample pairs

The Norridgewock Shoe Co., Inc.
NORRIDGEWOCK, MAINE

W. S. CHASE & SONS
HAVERHILL, MASS.

FINE SLIPPERS
MEN and BOYS
HANDTURNED
$2.00 to $2.85
Boston Office: 501 Statler Bldg.

"RADIO-TYME"
TO RETAIL AT $3, $4 & $5

EVANS — STANDARD

"RADIO-TYME" HAND TURNED HOUSE SLIPPERS

Reg. U. S. Pat. Off. In Stock

CATALOG ON REQUEST

L. B. EVANS' SON CO., Wakefield, Mass.

TURNS ONLY

EVANS — STANDARD

IN STOCK

Men's and Boys' Hand-Turned Oxfords

No. 1499
Patent Oxford

Men's 6-11, C, D, E.....$3.25
Boys' 1-6, D, E.....$3.00

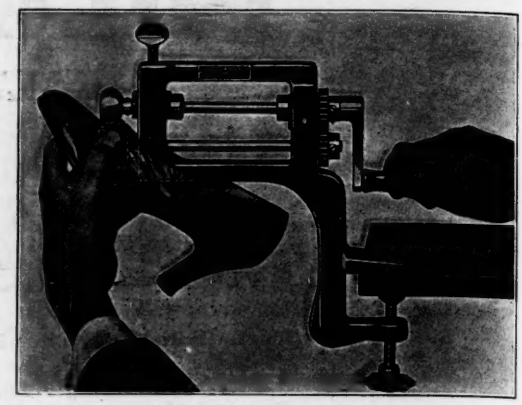
L. B. EVANS' SON CO., Wakefield, Mass.

Boudoir Slippers In Stock
UNUSUAL VALUES
Sizes 3 to 8
Style 814—Wos. Blk. Kid Turns...$1.00
Style 805—Wos. Blk. Kid Turns ... 1.25
One and 2-strap Slippers In Stock

"Every Pair Guaranteed"

SCHWARTZ & HERDER, INC.
Specialists in Comfort & Ballet Slippers
241 No. 11th St., Philadelphia, Pa.

NEW VAMP EASING DEVICE



It frequently happens that women with an instep somewhat higher than normal can be fitted perfectly in a pump or strap-slipper, with the exception of the throat of the shoe, which pinches the instep to a greater or lesser degree.

The old method of remedying this was to stretch the slipper on a shoe-stretcher or stretch the vamp by inserting a round stick. Although either method will stretch the vamp and in some cases prevent the shoe from pinching, it may stretch or distort the shoe in other places as well, thus spoiling a perfect fit.

A machine called the Vamp-Easer has been devised to solve this difficulty. It stretches the slipper only at the vamp where it needs to be stretched, and no other portion is affected.

OBITUARY

Edward A. Quiri

SCHENECTADY, N. Y.—Edward A. Quiri, 70, died July 23, at the Sturges House, Speculator, where he had been staying. Death, according to a physician, was due to acute dilation of the heart.

Mr. Quiri was born in Amsterdam. When a young man he secured a position with the shoe firm of S. B. Thing in this city and later opened a retail shoe store with Henry Clark on Market Street, later purchasing Mr. Clark's interest and conducting the store alone. He afterward opened a shoe store in Schenectady and then went into the wholesale shoe business under the name of the Empire State Shoe Company, remaining in the wholesale business here for 30 years.

Mr. Quiri was a charter member of Welcome Lodge, F. and A. M., and the Masonic Club and served for a time on the board of education. He was active in the affairs of the First Methodist Church for many years and was president of the board of trustees and vice-president of the official board.

Surving are his wife, a son, Edward L. Quiri; two brothers, two sisters and two grandchildren.

Charles A. Goodnow

BOSTON—Charles A. Goodnow, who passed away in Boston a few days ago, after a long illness, was one of the country's best known and most successful shoe wholesalers.

Mr. Goodnow commenced his activities in the employ of Batchelder & Lincoln, one of the outstanding Boston wholesale houses of that period, in 1887. In 1896 he went to Sioux City, Iowa, in the employ of a retail concern, returning to Boston in 1899. Later in that year he became connected with the Clark-Hutchinson Company and remained with that concern and with Hutchinson-Winch continuously until 1922.

In September of that year he established the C. A. Goodnow Shoe Company in Boston, and left it in March, 1930 to affiliate with Hutchinson-Winch Co. Mr. Goodnow retained this latter connection up to the time of his death.

The funeral services were attended by a number of leading wholesale shoe dealers, including Maxwell P. Gaddis of the Hutchinson-Winch branch of the International Shoe Company, and Ralph B. Jones of C. A. Goodnow Shoe Company.

Wm. Brekow

MILWAUKEE, WIS.—Wm. Brekow, 60, known for many years as the "penny shoe man," died Aug. 3 at St. Joseph's Hospital after an illness of several months. Mr. Brekow had been in the shoe retailing business since his early youth and for many years, when he conducted a store on Third Street, was accustomed to give a penny to children who made purchases there. This policy brought him the name "the penny shoe man."

He was a member of the Henry Palmer Masonic Lodge and the Palmer commandery. He is survived by three sisters.

Samuel Schaffer Dies

AMSTERDAM, N. Y.—Samuel Schaffer, one of Amsterdam's oldest retail merchants, died on Monday of last week. Coming to Amsterdam some thirty-six years ago from Philadelphia, he established himself in the boot and shoe business, in which he was consistently successful.

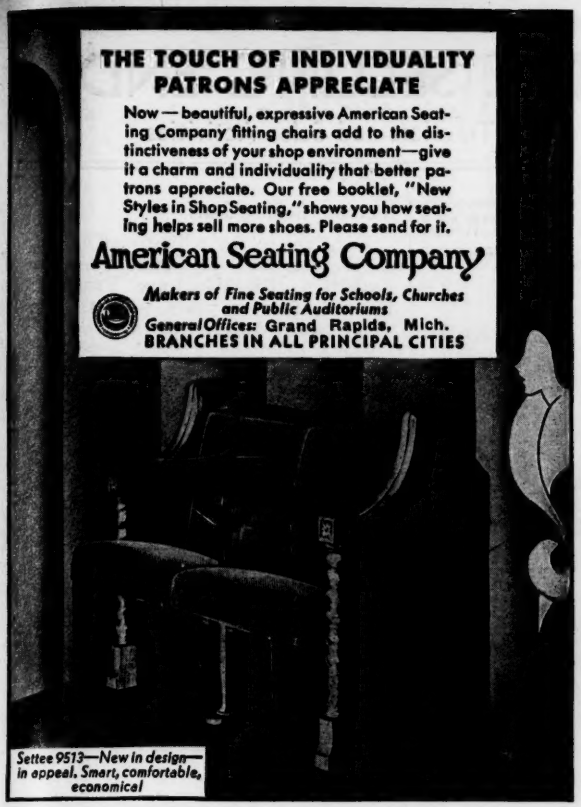
THE TOUCH OF INDIVIDUALITY PATRONS APPRECIATE

Now — beautiful, expressive American Seating Company fitting chairs add to the distinctiveness of your shop environment—give it a charm and individuality that better patrons appreciate. Our free booklet, "New Styles in Shop Seating," shows you how seating helps sell more shoes. Please send for it.

American Seating Company

Makers of Fine Seating for Schools, Churches and Public Auditoriums

General Offices: Grand Rapids, Mich.
BRANCHES IN ALL PRINCIPAL CITIES



Settee 9513—New in design—in appeal. Smart, comfortable, economical

BOSTON'S Renowned Hospitality Prevails at

The Kenmore

GEORGIAN HOTEL COMPANY Proprietors

COMMONWEALTH AVENUE AT KENMORE STATION

Here you will find that far famed Boston spirit of cordiality. There is no end to conveniences at The Kenmore . . . 400 rooms with tub and shower . . . Coffee Room, Empire Dining Room, free parking for your car . . . and even a cheery "Good Morning" with the paper left at your door when you wake.

Let us send you a Booklet "Historical Boston"

The Outstanding Success in the Times Square District of New York

HOTEL BELVEDERE

48th St.—Just West of B'way, New York

Within easy walking distance of important business centers and theatres. Ideal transit facilities.

450 OUTSIDE ROOMS 450 BATHS

Every room has 2 large windows, serving pantry and spacious closet.

$3.00 to $4.00 single per day
$5.00 to $6.00 double

Special weekly or monthly rates.

Write or wire reservations to
J. C. REYNOLDS, *Managing Director*

FIRST IN STYLE - FIT - DEMAND!

AS their name implies, BOND STREET Spats are the leaders in anklewear styles in America, reflecting their authentic English heritage in every detail, in every little refinement that marks their superiority.

But perfect fit and complete comfort are equally important factors to well-dressed Americans, and here, to be sure, BOND STREETS leave nothing to be desired.

To the live retailer, however, style, fit and comfort take second place to DEMAND, to the universal acceptance his merchandise commands, to the name and quality familiarity it enjoys among his customers. Here again BOND STREET Spats are far and away the leaders.

What all these factors mean in dollars and cents will be appreciated by those who carry BOND STREETS to supply a bigger-than-ever demand this Fall and Winter. THE WILLIAMS MFG. COMPANY, Portsmouth, Ohio.

BOND STREETS' radio scoop of last year will be repeated this Fall and Winter, with more coaches, more programs, and more stations. This year's timely series of weekly football forecasts goes on the air over the Blue Network of the National Broadcasting System — 13 powerful stations.

BOND STREET Spats

WHERE TO BUY
Fine Sport Shoes

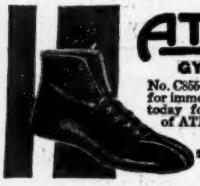
"SPORTSTER"
Official Girl Scout Shoes
204 Sizes and Widths In-Stock
A. SANDLER
154 Lincoln St.
Boston, Mass. Est. 1889

SAN LINE SPORTIEST OF SPORT SHOES
"A Mile Away You Know Them"
Sun Chasers

SAN JEAN
Falls colorful sport woolens call for this shoe with its hand whipping of saddle and tip.
CATALOGUE ON REQUEST

EUREKA PHILADELPHIA

WHERE TO BUY
Athletic Shoes



ATHCO
GYM SHOES
No. C855—All sizes in stock for immediate delivery. Write today for complete catalog of ATHCO Athletic Shoes.
Athletic Shoe Co.
914 N. Marshfield Ave.
Chicago, Ill.

WHERE TO BUY
Shoe Forms

Fairy Forms
for Shoes and Hosiery
made of white, transparent or colored
FAIRYLITE
Shoe Form Co., Inc., Auburn, N. Y.

Ackerman Changes Job

WASHINGTON, D. C.—H. E. Ackerman who has been associated for the past seventeen years with the Arthur Burt Co., well known shoe retailers located at 1343 F Street, N. W., has resigned to accept a position in the shoe department of the Julius Garfinkle Co. at 14th and F Streets, N. W.

ON THE SELLING END

News of the Travelers and Sales Activities

PLANNING HOT PROGRAM

Fred E. Schmidt (left), president, and H. W. Klos, first vice-president of the Wisconsin Shoe Travelers Association, at a conference at Presque Isle Park, Mich., during which a program for the next annual convention of the National Shoe Travelers Association, to be held at Milwaukee, in January, was mapped out. The boys look cool and comfortable despite the hot program deliberations.

Mr. Schmidt represents the Ideal Shoe Manufacturing Company in Wisconsin and Northern Michigan and Mr. Klos covers the same territory for Enna-Jettick.

Head with Nettleton

SYRACUSE, N. Y.—Ralph A. Head has joined the sales staff of the Nettleton Shoe Company and is now on the west coast, ready to start his first trip for his new company on Sept. 1. He will cover the district from Denver west.

Baumoel Has New Sample Room

ST. LOUIS—Marc. Baumoel, wholesaling shoes to retail at $1.95 and up, now has a ground floor sample room at 1310 Washington Avenue. In addition to the lines he previously handled at the Jefferson Hotel, he has added several new lines, including men's shoes.

Showing Fried Line

Larry L. Lebowitz is now connected with Lazarus Fried & Sons, Inc., New York City, showing their new fall line. He finds the business outlook encouraging and looks forward to substantial improvement as the season advances.

Increase Selling Staff

Additions to the selling staff of Lax & Abowitz, Inc., 40 Flatbush Avenue Extension, Brooklyn, are Frank C. Howard, for ten years with the women's shoe department at Franklin Simon & Company, Fifth Avenue, New York, and for the last two years buyer for the Jordan-Marsh Company, Boston, and H. R. Lokey, formerly with Wolfe & Son.

Mr. Howard will cover the metropolitan district, New York and New England, in addition to supervising the styling of the line. Mr. Lokey will travel the Middle West and Southern territories.

C. P. Roedel

WELLINGTON, OHIO—C. P. Roedel, who operated a retail shoe store here under the name of the Roedel Bros. Shoe Store for more than 30 years, died Aug. 3 following a lingering illness, at the age of 66 years. He was associated with his brother, H. T. Roedel who died about six months ago. He came to Wellington from Defiance, Ohio, 35 years ago. He leaves his wife, a son and a daughter.

TRADE DOINGS

Ansonia Asks Injunction

NEW YORK—An injunction and $500,000 damages are requested in a suit filed in the Supreme Court here by the Ansonia Bootery, Inc., against A. I. Namm & Sons, Inc., Brooklyn department store, for alleged violation of Ansonia's trademark rights. The complaint asserts that since July 29, 1931, the Brooklyn store has been applying, wrongfully, the name "Ansonia" and "Ansonia Hand Turned" to shoes sold in the department store. Ansonia Bootery, Inc., maintains stores in New York and Philadelphia.

Record Payrolls

ST. LOUIS—Payrolls of the Moore Shoe Company for the last two weeks have exceeded $10,000, the largest in the history of the company. All indications point to a continuation of the present rate of production throughout the fall season.

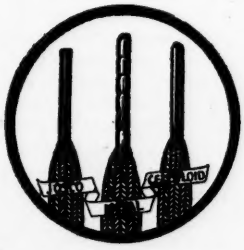
New Store

ELMIRA, N. Y.—Tom Brown's Self Service Shoe Store has opened at 105 West Water Street.

VERTICAL PRODUCTION

Since LINCOLN Was President

"Honest Abe" was in office when the first unit of the present Shoe Lace Company began business. The tradition of quality and uniformity established 66 years ago has been jealously maintained. Controlling production from raw cotton to the finished lace we can assure you standard quality in laces for every type of shoe in every grade. Manufacturing economies due to complete supervision during every step of manufacture make possible the present values.



Tips may be either fabric, metal or celluloid. We recommend the recently perfected JOSCO FABRIC TIP.

THE JOSCO FABRIC TIP —a small, neat tip that will enter any eyelet with ease. It has no shoulder to catch, scratch or tear and is absolutely waterproof. The JOSCO tip cannot pull off for it is part of the lace itself which has been impregnated with our own exclusive solution to give it the proper rigidity and endurance. We guarantee the JOSCO FABRIC TIP to outlast the lace in ordinary use.

SECTION OF SPINNING ROOM

Shoe Lace Company, Ltd.

(Successor to Joslin Mfg. Co., Established 1865)

PROVIDENCE, R. I.

SELLING AGENT

UNITED SHOE MACHINERY CORP., BOSTON, MASS.

FROM THE COTTON FIELDS TO YOU

WHERE TO BUY
Children's Footwear

Children's Fine Goodyear Welt Shoes
Made by
THE GILBERT SHOE CO.
THIENSVILLE, WIS.

MRS. DAY'S IDEAL BABY SHOE CO.

Soft Soles — Intermediates. Hard Soles — Infancy to four years!
Danvers, Mass.

BASS

CHILDRENS FOOTWEAR IN STOCK
Genuine Moccasins
Builds repeat business
© H. BASS & CO. 11 Main St., WILTON, MAINE

PATENTED
ACROBAT SHOES
Finest Quality Children's Shoes
Manufactured continuously since 1892
by
SHAFT-PIERCE SHOE CO.
FARIBAULT, MINN.

Time to Check on Rubber Stocks

[CONTINUED FROM PAGE 32]

tation crêpe gave such satisfaction that many leather shoe manufacturers experimented in new ways of using weltings between the soles and heels.

Now that this semi-soft sole has come into the market, new developments are to be expected for canvas and beach footwear. It is thought that the tappings and bandings will be soft corded this season so as to protect the foot from cutting at the vamp.

Seersucker and small strips in candy effects are heralded for early Palm Beach and for playground wear.

Salesmen Join Firm

DES MOINES, IOWA—Lawrence and Ronald Erickson have recently been taken into the firm of the Schultz shoe store at Boone, Iowa. The brothers were formerly associated with the store as salesmen. The firm name will be the Schultz Shoe Co.

The Price Line Pickle

[CONTINUED FROM PAGE 19]

does when prices are different. Even when he is at the shelf hunting for a shoe, the less he has on his mind the better.

3. *Stock Keeping.* Easier of course.

4 and 5. *Display and Advertising.* The advantages here are equally obvious. One-price ads and one-price displays have maximum pulling power. An off-price style cannot be given that kind of publicity.

If any one style is good enough on its own account to pull more money, that is the very kind of shoe that does the store most good to push in its advertising. It's good business to give most publicity to the best styles, not the ordinary ones.

6. *Mark Up.* One buyer says, "Sure, I get an extra mark up now and then on certain styles. But when I do I jump them clear up into the next price line, not half way. Off-prices clutter up the situation, and I believe what profit the store makes is produced by the sales as a whole, rather than by an extra fifty cents on four or five pairs every day.

"Mark up must be determined right when the buying is being done. It's just like cutting stone at a quarry to fit into a building a thousand miles away. When every stone arrives it must be set in the niche for which it was originally planned. One particular stone, *as an individual piece*, might look more attractive if transferred to a more prominent place, but the structure *as a whole* would likely suffer from the change.

"The same in buying shoes. Every style must fit one particular niche in one particular price-line. If it doesn't, it should not be bought in the first place. If it does, it should not be taken out of that niche."

7. *Mark Down.* The general opinion is that the more price-points a store has the more mark down it suffers. At sale time if shoes of various prices are grouped at one sale price, it is hard to avoid basing that sale price on any but the *lowest* of those regular prices. Thus the higher regular prices suffer an abnormal mark down.

8. *Good Will.* First, let's lay down a maxim: *Good will is always associated with a definite price range.* You wouldn't doubt that, would you?

Well, suppose you had worked up a good trade (the best evidence of good will) on $6.00 shoes, then ssuddenly decided you would sell $12.00 shoes instead. Would your $6.00 good will immediately turn into $12.00 good will? You know it would not. Nor would it work the other way round either.

Carrying that idea farther, the good will that is associated with one definite price, say $6.00, no doubt has more value than the good will connected with a spread-out price range, say from $5.50 to $7.00.

Suppose Tillie tells Tessie, "I'm crazy about Blank's shoes. They always have what I want at $6.00." That's good will. Then if Tessie takes $6.00 down to Blank's and buys a pair of shoes, that's more good will.

But if $6.00 Tessie finds the shoe she wants is priced $6.50 (just for this one extra nice style, madam), it is perfectly possible all that good will may be blown up in a-little-extra-mark-up smoke.

In fact, a lot of smart operators felt that the keynote of successful shoe selling is *finding out just what price their customers want to pay* (not always an easy job), then giving them shoes from soup to nuts at that price.

It's safer to change factories in order to fit in with the customers' real price demands, than to ignore the customers' price demands in order to avoid changing factories.

When it comes to some more expensive material or pattern, these merchants prefer, if necessary, to sell a poorer quality at the chosen price, rather than have a few styles at off-breed prices.

When a customer pays even a little more than her accustomed price, even though she be entirely satisfied with her purchase, still that purchase breaks her continuity, you might say. *It's dangerous to fool with the continuity of good will.*

The next time she needs shoes she will instinctively wonder how much she will have to pay at Blank's *this* time. That little thought is the beginning of a shopping tour around other stores—a weakening of good will.

So we see that while the *principle* of getting sufficient mark up is entirely sound, the *method* to be used is open to considerable discussion.

In high priced shoes an extra 50 cents here and there makes less difference than in cheaper shoes. Price-lines matter less.

The same probably applies to shoe stores catering to a "general" trade, covering a wide price range. But it seems that the more a store approaches a "specialty" basis, the more it should try to go along on strict price-lines.

Furthermore, if a merchant's established price-lines are producing plenty of mark up—well and good. But if not, he should lose no time in getting out of that pickle.

All of which may not apply to the bald-headed man down there in the third row nor the one asleep in the fifth. Every shoe store is a problem into itself.

Harry Johansen in New York

NEW YORK—Harry Johansen, of Johansen Brothers Shoe Company, St. Louis, spent last week in the New York Johansen Style Studio in the Marbridge Building.

Home of the famous swimming pool

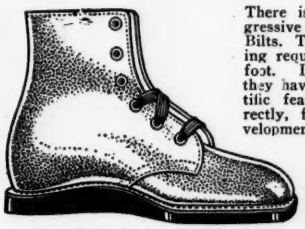
The SHELTON

at 49th and Lexington NEW YORK

Has all the comforts of a private club. The most enjoyable hotel atmosphere in New York.

PROPR-BILT SHOES

Have A Vital Sales Appeal In Scientifically Fitting Young Feet



Propr-Bilts hold ankles straight, keep arches high.

There is a place in every progressive shoe stock for Propr-Bilts. They meet the most exacting requirements of the growing foot. Designed by pedeatrists, they have patented built-in scientific features, that fit feet correctly, for permanent trade development.

See for yourself these ever popular sales builders. Let us send you a sample pair of Propr-Bilts or our catalog will gladly be forwarded upon request.

The Correct Shoe for Growing Feet

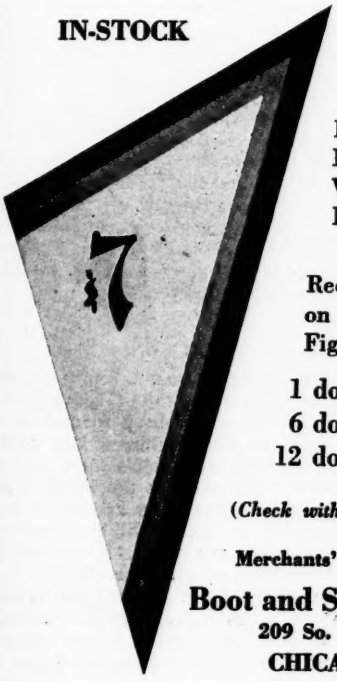
Propr-Bilts have the endorsement of the leading pedeatrists and foot health clinics of the country. Consider their scientific judgment in selecting truly correct shoes for growing feet.

Junior Shoe Manufacturing Co.
Branch of O'Donnell Shoe Co.
513 Sibley Street
St. Paul Minnesota

Modernistic Price Ticket

any assortment desired

IN-STOCK



Your Choice of Two Color Combinations

Purple with Gold Edge Trim on White with Black Figures

or

Red with Black Edge on White with Black Figures.

1 dozen.....$0.35
6 dozen..... 1.50
12 dozen..... 2.50

(Check with Order, Please)

Merchants' Service Dept.
Boot and Shoe Recorder
209 So. State Street
CHICAGO, ILL.

"MANCHESTER"

(Trade Mark Reg. U. S. Pat. Off.)

Curved Jaw Nipper

The only Nipper, just the right shape to cut out tacks on inside of shoe. Curved jaw enables cutting close to insole. Made of high-grade tool steel, nickel plated. Specify Genuine Curved Jaw "Manchester" when ordering.

PRICE $4.00

F. W. WHITCHER CO. Boston, Mass.—Chicago, Ill.

SHOE MEN'S HEADQUARTERS

here is a hotel, conveniently located to the important shoe and leather center. Theatres, shops, transportation, all near by.

HOTEL

FORREST

49th ST. WEST OF B'WAY, N. Y.

Large rooms with bath, shower, circulating ice water and Radio.

Single from $2.50 ***Double from $3.50***

JAMES A. FLOOD, *Manager*

WHERE TO BUY
Ballet Slippers & Sandals

Capezio
333 WEST 52ND ST. NEW YORK CITY
Main Office and Factory

Only the CAPEZIO line and service offer you such sensational sales possibilities in Dancing Footwear this Fall.

Send for the new Catalogue. Ask about our exclusive franchise plan.

Chicago Stock Dept. 159 No. State St.
Los Angeles Stock Dept. 1533 Rosalia Road

In Stock Black Kid Ballet Right and Left Last
Ladies' $1.25 pair
Misses' $1.20 pair
Child's $1.15 pair
BLOG SHOE CO., INC.
147 Duane Street
New York City

★ KENDALL'S SOFT SOLE BALLETS ★

Black Glove Leather Uppers
Grey Elk Sole
WOMEN $1.00—MISS $.85
White Glove Leather Uppers
White Elk Sole
Women $1.15
Miss $1.10
WHOLE SIZES ONLY
Send for Circular DEPT. C.

★ KENDALL SHOE COMPANY ★
HAVERHILL, MASSACHUSETTS

First Move in 69 Years

ELMIRA, N. Y.—The Hudson Shoe Company, founded in 1862, will move September 1, from 307 East Water Street, to 114 North Main Street, it is announced by C. W. Bailey, vice-president and general manager. The building on North Main Street is being remodeled to meet the requirements of a complete departmentalized shoe store. Adelbert Hudson and Michael Foster founded the store when Elmira had only 5000 population. Plans are being made for the observance of firm's 70th anniversary next year.

Juvenile Shoe Shop Opens

INDIANAPOLIS, IND.—The opening of Dorr's Juvenile Shoe Shop, 4219 College Avenue, gives Indianapolis its first children's footwear shop. The store was opened by Ray Dorr, formerly manager of the Foot Saver Boot Shop and more recently manager of the Foot Saver Boot Shop in Evansville, Ind.

WAS EXPERT ON LEATHER

PATRICK O'BRIEN

Patrick O'Brien Dies

ST. LOUIS — Patrick O'Brien, a retired director of the Brown Shoe Co., died here Tuesday evening of last week at the DePaul Hospital following an illness of several months' duration. He recently returned from Florida where he had gone for his health.

Mr. O'Brien was active in the business of the Brown Shoe Co. for about 30 years, and at the time of his retirement was vice-president in charge of the sole leather department and a member of the board of directors.

He had a very large circle of acquaintances in the shoe industry and was unusually well liked by all who knew him. Brown officials considered him an expert on sole leathers. He came to St. Louis from the East where he gained his first knowledge of the shoe business.

Mr. O'Brien was about 69 years of age and a bachelor. He is survived by his mother, who resides in Massachusetts. The funeral was held Friday from St. Xavier's Church. The body was returned to his old home in Massachusetts for burial.

Wholesale Trade Gains

RICHMOND, VA.—Wholesale shoe trade in the Fifth Federal Reserve district in June was 16.4 per cent greater in volume than in the same month last year, according to reports submitted to the Federal Reserve Bank of Richmond. In comparison with May, this year, the wholesale shoe trade showed decreased sales in June, which was regarded as seasonal.

The decline in total sales for the first six months was relatively small.

Collections in June were slower. In comparison with June, 1930, collections were better. Stocks on wholesalers' shelves showing a seasonal decline in June, and at the end of the month were materially lower than a year earlier. Six concerns reported stocks 29 per cent lower than a year ago.

Don't Miss the Misses

[CONTINUED FROM PAGE 15]

at certain seasons. Many stores have special sections or departments decorated and equipped to interest young people. Another store features the photo of a prominent senior from the local college in their advertising.

"Atmosphere" is a great selling help. It costs but little to use a few appropriate pennants and posters to give that "air" to the store—a place where young moderns feel that they are especially welcome. A store that sticks to its old-fashioned, matter-of-fact ideas is not likely to gain much interest from the younger generation. That's something to watch, because every store must have new customers from the younger ranks, or lose out.

Of course, the mailing list should be developed and systematically used. This list, on cards, should give information about the individual that will permit writing personalized letters, whenever possible.

While many of the young girls are going to school—grammar school, high school, boarding school, or college—the group that works, the business girl, and the petite young-minded woman, should not be overlooked.

In interviews with some of the people in charge of sub-deb departments in New York stores, some interesting remarks were made. "Pretty heels" was one. Another said, "The quietest ones sometimes demand the fanciest shoes." Another, speaking of shoes, said: "They must be trimmed. Just a little, carefully used—but trimmed." Lasts were mentioned, but seemed to be taken more matter-of-fact; possibly because they were speaking mostly of points to interest the youthful customer. They would take lasts for granted the same as the young lad whose father had just talked by phone to England and expected his son to be as thrilled as he was. Son simply asked, "Why shouldn't you?"

That's why I say the selling of sub-deb and misses' shoes requires a thorough understanding of the youthful viewpoint, as well as keen knowledge of the styles they wear, in both apparel and shoes. It's a new idea to the shoe merchant and he must be alert to adopt, adapt and originate new ideas to meet the situation.

New Polish Firm

COLUMBUS, OHIO—A company, chartered with a capital of 550 shares of no par stock has been formed in Columbus to manufacture a new kind of shoe polish for men's and women's shoes. The name is the Parks-Walter Co. and headquarters are at 83 South High St. A factory will be opened soon to produce the polish in volume and distribution will be through the usual channels. J. F. Parks, the inventor of the polish is president; D. F. Walter, vice-president and general manager and Mrs. Nellie Kienle, secretary and treasurer.

Clean Heels

USMC UNITED CUSHION HEELS cannot carry gravel or dirt indoors — the rubber closes over the nails as they are driven.

The scientific cored construction keeps the nails from marring floors — even after long wear.

A real shoemaking achievement. JUST ENOUGH CUSHION for correct walking.

Stabilize the Step

USMC UNITED CUSHION HEEL

MAKES ANY GOOD SHOE BETTER

UNITED SHOE MACHINERY CORPORATION

BOSTON, MASSACHUSETTS

"SHOW CARDS THAT P

Ted Orr, of the Potter Shoe Co., Cincinnati, said recently: "Signs in the windows are even more important than space in the newspapers, for there is the public looking at the actual merchandise, with no one to tell them a thing unless there are cards to tell the story."

Two comments from our card service members:

"We are absolutely sold on 'Recorder Selling Messages' as the livest show card service to be had today for the money."

"First of all we want to compliment you on our cards. They are an asset to the looks of any window and the wording is up to date and effective."

The shoes you buy . . . and don't sell . . . are the real expensive shoes. Chain stores have well planned trims with attractive display cards and tickets.

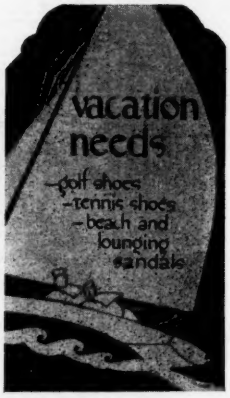
Your windows are the best of all so-called consumer advertising, if your cards are there to say for you what you would like to say in person to the window-shopper about your store service.

Each month's set of cards is colorful, artistic, with die-cut top, with hand-lettered selling messages, making it comparatively a simple matter to make the window trim fairly alive with your hearty invitation to come inside.

Recorder Show Cards double the value of your window displays!

Complete Service Sent on Request for Inspection and Trial.

For August



Blue background, buff and orange yacht; text in black.

7 x 12 card
AUGUST CARDS
Complete Texts sent on request:

4 cards—Women's Shoes
2 cards—Men's Shoes
1 card—Children's Shoes
1 card—Hosiery
6 cards—On Store Service, Fitting, Quality, etc.

Single cards—60c each
Without text—35c each.

Attractive, Colorful Hand-Lettered Price Tickets

In all denominations

D—Modernistic 3-Way, two tone, Purple with gold edge or red with black edge, on white.
6 dozen, **$1.50**
12 dozen, **$2.50**

All other price tickets illustrated are in two or more colors, except "H," which is plain buff.
6 dozen, **$0.85**
12 dozen, **$1.50**

J—Adjustable clips for price tickets.
½ gross **$2.75**
1 gross **$5.00**

K—Shoe Carton Tickets.
$1.50 per 500
$2.50 per 1000

MANY OTHER PRICE TICKETS IN STOCK

ALSO: Profit Charts Daily Stock Record, and Financial Record Systems.

Ask for Samples
Check with Order —Please

T PULL SHOPPERS IN"

Annual Display Card Service includes:

"Store Window Bulletin," supplies merchandising and display suggestions each month.

Special Cards, with wording as wanted.

Exchange of Cards: Annual card service subscribers may exchange any cards received for others of the current month whose texts better cover their merchandising program.

Price Tickets: Blank tickets matching the current month's cards, supplied free; neat tickets with prices as wanted, but which do not match the show cards, also supplied annual card subscribers free; tickets with prices as wanted which match the cards are 50c per 100 additional.

Exclusive Franchise is given with annual card service to one merchant in an average size town, suburb or city shopping center.

YOUR CHOICE OF HOLDERS

Gold and Black frame and base—3 color festoon

Oval base—burnished gold—3 color trim

Either holder harmonizes with the finest of window display fixtures.

Select the Service You Wish— Then Mail Coupon

Service No. 1 $5.00 Monthly

12 hand designed cards each month, each with different sales messages, die-cut tops, colorful, artistic, size 9 by 12 inches; with 100 blank price tickets to harmonize with service cards each month (or with prices imprinted, selection of prices as wanted, 50c. per month additional). Also 6 card holders with first month's service.

Service No. 2 $4.00 Monthly

8 cards
100 blank price tickets
4 card holders

Service No. 3 $3.00 Monthly

6 cards
50 blank price tickets
2 card holders

Merchants Service Dept.

BOOT AND SHOE RECORDER

Republic Bldg., Chicago, Ill.

COUPON

BOOT AND SHOE RECORDER

Republic Bldg., Chicago, Ill.

Please enter our order for the Recorder "Selling Messages" card service No. for one year, consisting of cards, each month and art card holders, with the first month's service, beginning with cards for August for which we will pay $ per year, payable $ per month. For cash in advance full year's service, 5% discount.

(If for any unforeseen reason we wish to discontinue service before expiration of order, we agree to pay $1.00 per month additional for each month's card service delivered and agree to return card holders.) We sell Men's, Women's, Children's shoes and hosiery.

(Cross out lines not carried.)

Printed Price Tickets:—
$—— $—— $—— $—— $—— $——

Store Name .....

Owner .....

City .....

State .....

THIS MAY BE YOUR OPPORTUNITY

SALESMEN WANTED

A reputable manufacturer desires a high grade salesman with established trade to sell in the Middle West, Philadelphia made turn shoes, well styled, retailing at $10.00 to $12.50. Permanent position. Splendid opportunity for the right man.

Address C-588, care Boot and Shoe Recorder, 239 West 39th Street, New York, N. Y.

SALESMEN WANTED

To sell in New England Territory, attractive in-stock line of *Men's Goodyear Welts* Shoes to retail at $2.50 and $3.00. Good commission to experienced salesman. Reply giving references in first letter. Address C-589, care Boot and Shoe Recorder, 239 West 39th Street, New York, N. Y.

SALESMEN—Side line for an old established popular priced slipper line. Big money maker for the right parties. Liberal commission settled monthly. Reply, giving references and territory covered in detail in first letter. Address C-564 care Boot & Shoe Recorder, 239 West 39th Street, New York.

COLLEGE SALESMEN WANTED—Successful salesmen experienced in calling on college trade to sell a high grade line of well advertised men's shoes on a commission basis. Two new territories now open for Fall season. Our own staff know about this advertisement. Address C-585, care Boot & Shoe Recorder, 239 West 39th Street, New York, N. Y.

SPATS—Salesmen for Illinois and Missouri territory—write FIT RITE OVERGAITER CO., 526 S. Third St., Philadelphia, Pa.

SALESMEN with established territories to sell Health-I-Tred sport welts arch supports and novelty McKays. Fast sellers to retail at $4.00. Eight per cent commission paid weekly. When replying give reference. Address C-586, care Boot & Shoe Recorder, 239 West 39th Street, New York, N. Y.

MEN SELLING CHILDREN'S SHOES WANTED to carry side line Infants' Pre-Welts up to size eight. Best numbers in stock. No drawing account but high rate commission. Refer us to present or previous employer in your first letter. Address C-592, care Boot & Shoe Recorder, 239 West 39th Street, New York, N. Y.

SALESMEN WANTED

SHOE SALESMEN wanted to carry our spats and shoe ornaments as a sideline. Please give territory and references with reply. MANOLIS MANUFACTURING CO., 4248 No. Crawford Ave., Chicago, Ill.

WANTED—Experienced salesmen for Louisiana, Arkansas, North and South Carolina, Virginia and West Virginia, Ohio, Oregon and Washington and other desirable territories. Our Compo DeLuxe line in fast styles carried In-Stock combined with our Special Shoe Co. line of fast selling novelty shoes offers real and profitable connection for live wire and hustling salesmen. Liberal commissions, settlement monthly. Address SHU-STILES, INC., 1330 Washington Ave., St. Louis, Mo.

FOR SALE

FOR SALE

Beautiful shoe store fixtures and equipment in room on which lease can be renewed, well located in Dayton, Ohio, and with an established business all set to go. **Address C-587, care Boot and Shoe Recorder, 239 West 39th Street, New York, N. Y.**

EXECUTOR'S SALE—Old established shoe business in Binghamton, New York. CITY NATIONAL BANK OF BINGHAMTON, New York, Executor.

BUSINESS OPPORTUNITY

WANTED Arch TYPE SHOES on consignment. Well rated concern conducting family store featuring fitting service on women's shoes up to six dollars, would like to hear from factory making Arch support footwear to retail from $7.50 to $10.00 who would be interested in consigning or financing four moderate size stocks in the better grades. Address C-590, care Boot & Shoe Recorder, 239 West 39th Street, New York, N. Y.

FOR RENT

FOR RENT—Men's shoe department in largest clothing store in Youngstown, Ohio. Edgar M. Hartzell, 141 W. Federal St., Youngstown, Ohio.

KEW GARDENS, L. I.—Excellent opening for family shoe store. Reasonable rental. KRONFELD, Lefferts Ave. and Beverly Road, R. H. 2—1318.

LINE WANTED

LINE wanted for Virginia, North and South Carolina, exceeding large volume. Absolutely established. Address C-583, care Boot and Shoe Recorder, 239 West 39th Street, New York, N. Y.

EXPERIENCED shoe-man, age 38, desires line for Detroit or Michigan. References. Prepared to furnish bond. DELLIS HARWITH, 510 Kitchener St., Detroit, Mich.

WANTED TO PURCHASE

SHOE MANUFACTURERS

We will purchase surplus stocks of all kinds of upper leather. Please make detailed offers on basis of immediate cash payment.

GOLDSMITH & CO., Inc.
116 Broad St., New York, N. Y.

FOR LEASE

Shoe Department to Lease

On the main floor. 23′ x 33′. Completely equipped. Fixtures, Show Cases, Fitting Benches, Carpets, Arm Chairs, Etc. Best location in Louisville. This is an exclusive shop for women, locally owned and conducted by its founders.

To those who can qualify an unusual business opportunity is presented. Available at once.

DuRAND-PERRY, Incorporated
Fourth Ave. at Guthrie
LOUISVILLE, KY.

TO LET

TO LET—Shoe Department in new store to be opened October 1st, Fergus Falls, Minn. Store will occupy new building, 50 x 142 feet, modern front, located in heart of business district at site of former Golden Rule Store. Fergus Falls is city of approximately 10,000, trading center of Ottertail country, territory extending 75 miles. Address NORBY DEPARTMENT STORE, INC., Glenwood, Minn.

CLASSIFIED ADVERTISING RATES

The rate for "Position and Lines Wanted" advertisements is 4 cents per word for all undisplayed advertisements. Minimum charge 75 cents. For all other classified advertisements the rate is 7 cents per word. Minimum charge $1.25. When a box number is desired twelve words should be added for the address. In all other cases each word of the address should be counted.

The rate for all displayed classified advertisements is $5.00 an inch with a maximum of 45 words.

Classified advertising is payable in advance.

☛ Advertisements for this page must be in our New York office on Friday of the week preceding publication.☚

MANAGER WANTED

MANAGER WANTED for bargain shoe basement. State experience in detail and salary expected. THRIFT SHOE STORES, Wilkes-Barre, Penna.

POSITION WANTED

WANTED:—A position as shoe salesman, six years' experience. Can give good reference and will work for $25 per week. Address C-591, care Boot & Shoe Recorder, 239 West 39th Street, New York, N. Y.

SHOE MAN, age 30, desires position as store or department manager, have had ten years' experience in women's shoes, five years as manager, have initiative, ability, thoroughly familiar with chain store operation, capable of handling large volume, also window trimming experience, will go anywhere. Address HERBERT BLEIBERG, 1935 Clairmount, Detroit, Michigan.

I AM SEEKING a line of footwear that is capable to pay for itself, and carry full support by the owners; the line may be a men's line, a women's line, or a juvenile line. I have ample faith in myself to do any good line justice; for 28 years, I covered the entire East, Middle West, and Northwest, successfully and in a big way. And with very little if any losses. And I am confident in stating that it is a very profitable venture for a good shoe house to connect with me. Address J. H. ROMSEY, 1757 61st Street, Brooklyn, N. Y.

MERCHANTS' NEEDS

FOR SCHOOL OPENING

GIANT ERASER PENCIL BOX

Contains 3 col. Blotters, Pencil, Penholders, Pen Point and Ruler. Send 15c. for Sample.

Distributors—

Paramount Souvenir Adv. Co.
350—4th Ave., New York, N. Y.

Royal Souvenir Co., Inc.
1613 E. New York Ave., Brooklyn, N. Y.

BUSINESS OPPORTUNITY

YOU CAN HAVE A BUSINESS PROFESSION OF YOUR OWN and earn big income in service fees. A new system of foot correction; readily learned by any one at home in a few weeks. Easy terms for training; openings everywhere with all the trade you can attend to. No capital required or goods to buy; no agency or soliciting. Established 1894. Address Stephenson Laboratory, 21 Back Bay, Boston, Mass.

WANTED TO PURCHASE

We are open to

BUY FOR CASH

retail stocks of SHOES—GENERAL MERCHANDISE — Unexpired leases assumed.

POSTER & DEUTSCH
436 Grand St., New York City
Phone Dry Dock 0352

BUSINESS OPPORTUNITY

Podiatry Chiropody

A School in Boston, Massachusetts

PODIATRY—The profession in demand by all cities and towns. The necessity for FOOT CARE is Universal.

SPECIALIZE in "Scientific Treatment of the feet."

Clinical training in foot clinics. Special clinics for children of school age, industrial employees and the poor. Entrance requirements—4 years of high school or equivalent.

Write for catalogue. HIRAM B. DONALDSON, *Dean*

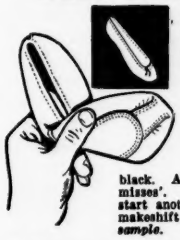
MIDDLESEX SCHOOL OF PODIATRY

Administration Office

473 Beacon Street - - - Boston, Massachusetts

MERCHANTS' NEEDS

Soft Toe Ballets



. . . Why sell imitations when the genuine is the same price?

Buy direct from an established theatrical shoe firm. Give your trade an approved correct fitting ballet, whose flexible short elk sole is so much preferred by the profession. Two colors, smoked or black. A's to D's, 8 child's to 8 misses'. Price $14.75 doz. Don't start another season with hard soled, makeshift substitutes. *Write now for sample.*

Advance Theatrical Shoe Co.
Dept. 58, 159 N. State St., Chicago
West Coast Office: Los Angeles

DANCING and GYM SANDALS

IN STOCK, in half sizes and two widths. Pearl, fawn, black. Other colors available.
Child's, 5 to 2, 60c.
Women's, 2½ to 10, 70c.
Crepe rubber sole, 20c. extra.

The CALIFORNIA Barefoot Sandal

We specialize on this line, and through co-operation with dancing and physical education teachers, have developed the best fitting sandal on the market. A HEAVY FULL GRAIN ELK SOLE assures long wear, conformation to the foot, and correct shape always. A SAMPLE WILL CONVINCE YOU.

PASADENA SLIPPER CO.
1169 So. Fair Oaks Ave., Pasadena, California

WANTED TO PURCHASE

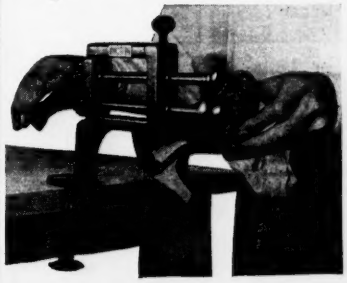
HIGHEST CASH PRICES PAID

for shoe stocks, slow sellers, etc. Short time leases taken over. Transactions confidential. Est. 1890

MAX GLAUBERG
327 Church St., New York City
Phone: Canal 6-2632

SALESMEN WANTED

A Quick Selling Side Line Item



VAMP EASER

Eliminates Binding at Instep

on pumps and strap slippers; also eases vamp seam on men's oxfords and women's ties.

Removes pressure from corns and bunions without stretching shoe elsewhere. No strain on stitching. Sells for $17.50 F.O.B. Chicago.

A number of desirable territories are open. State territory covered.

Vamp Easer Co. 325 W. Monroe St. Chicago, Ill.
Merchants—Write for particulars.

WANTED TO PURCHASE

If you contemplate selling your entire or surplus stock communicate with us. Prompt attention given.

KIRSCH-BLACHER CO., INC.
590 Broadway New York
Phone Canal 6-4298 and 4299

WANTED TO PURCHASE

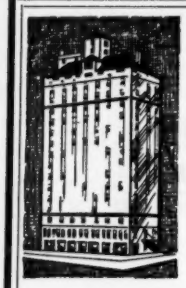
We will pay the best price for your surplus or entire stocks of shoes, general merchandise or department stores. Leases assumed.
Phone · Write · Call
All matters strictly confidential.

I. SIMON CO.
101 Reade St., New York City
Phone Worth 5922 Est. 1880

MERCHANTS' NEEDS

SHOE CARTON LABEL SPECIALISTS
PRINTERS, DESIGNERS AND ENGRAVERS
THE AMERICAN PRINTING & LABEL CO.
314-316 E. 12th St., CINCINNATI, OHIO
Write now for Samples

HOTELS



Hotel
WINTHROP
HARRY BURNETT, Mgr. Dir.
47th STREET AND LEXINGTON AVE.
NEW YORK

The location of the Winthrop combines residential luxury and transit convenience . . . All rooms are outside and large, light and airy . . . Ample closet space, serving pantry, sink, and electric refrigerator with each suite . . . Main and private dining rooms.

Single rooms with bath from $4 single, $5 double.

Berberich's Closes

WASHINGTON, D. C.—Robert Berberich's Sons, Inc., who for 63 years have operated here, selling both men's and ladies' footwear, closed their store to business on Aug. 1. Their last location was at 12th and F Streets, N. W., where they had operated for over six years, also selling women's clothing. Before that they were located on Pennsylvania Avenue between Ninth and 10th Streets.

Allied Trades to Participate

NEW YORK—A number of manufacturers and wholesalers in the allied industries have already made reservations for rooms at the Hotel Commodore, New York, Nov. 16 to 20, 1931.

In addition to the many shoe manufacturers who have made reservations, list of which has previously been published, the following manufacturers and wholesalers in allied industries have also made reservations:

Dunbar Pattern Company, Brockton.

J. Einstein, Inc., New York City.

Alfred Hale Rubber Co., Atlantic, Mass.

C. G. King & Co., Inc., Providence, R. I.

The Reynolds Company, Providence, R. I.

Samuel Shapiro, New York City.

Shoe Form Corporation, Portsmouth, Ohio.

The Vulcan Corporation, Portsmouth, Ohio.

In connection with the making of reservations, Roger A. Selby of the Selby Shoe Company, Portsmouth, Ohio, president of the National Boot and Shoe Manufacturers Association, has stated that it is not the purpose to urge any manufacturer to participate, or to have any members of the association solicit manufacturers in allied industries to display their products; but that all manufacturers and wholesalers who wish to make displays should feel free to write to the association to secure further information; for nothing further than a general invitation to participate is contemplated.

Manufacturers in allied lines have been invited to participate, through advertisements in the trade press; and the Manufacturers Association has prepared a printed statement of Conditions of Participation; which the Association will mail to anyone interested. Any one desiring further information should write to Miss Ruth S. Freeman, secretary, National Boot and Shoe Manufacturers Association, 2812 Chrysler Building, New York City.

Flying "Ad" in Philadelphia

PHILADELPHIA — The Enna Jettick dirigible spent a couple of days in Philadelphia last week, using the Philadelphia Airport as its base, from which passengers were taken aloft and had the thrill of seeing the city from the air.

Gimbel Bros. had ticket headquarters in their store and quite a few passengers were signed up for rides at $3 per person, or $5 per couple. Many of the shoe men in this vicinity took advantage of the airship's stay, and enjoyed cool rides far above the hot streets of the city.

Charles J. Reynolds, basement shoe buyer for Gimbel's, and his wife, took a ride in the Enna Jettick craft and then left immediately on a vacation trip.

Coincident with the dirigible's arrival, the Enna Jettick Boot Shop was opened last Friday at 1125 Chestnut Street, this city, with Robert Graham as manager. Mr. Graham has had many years of shoe experience, having been manager of Farr Bros Co., of Allentown, for quite some time, and recently being connected with the Dr. Kahler Shoe Co., of New York. The Emerson Shoe is being carried for men.

Buffalo Boys Play

BUFFALO—Political addresses, a baseball game, quoit tournament and sporting events were highlights of the program Wednesday at the annual outing of Buffalo shoe retailers, manufacturers and salesmen at Rio Vista, Bridgeburg, Ont., July 22.

Several hundred from the city and western New York area attended. Included in this number were delegations from Rochester, Jamestown, Lockport, the Tonawandas and Niagara Falls. Representatives of large manufacturing concerns of St. Louis, New York City and Milwaukee also attended. Total attendance was over 250.

The baseball game between the retailers and the salesmen was the feature. Besides the quoit tournament there were dashes and races and novelty events.

Luncheon was served at noon, dinner in the evening and a fireside roast at night before the party broke up.

Speakers were Chief Judge George W. Woltz, of City court, and Judges Samuel H. Dickey, Harry L. Nuese and J. Adam Weiss, and Assemblymen Howard W. Dickey and Arthur L. Swartz.

Harry J. Deters, secretary-treasurer of the salesmen's organization, and Clarence I. Lanich, president of the retailers, were general chairmen. Harry Spelder and Oliver G. LaReau were chairmen of the sports program, which was directed by E. Kelsey Jones. Albert B. Kern and Edward H. Heller were in charge of entertainment.

New Pedemode Department

NEW YORK—A new Pedemode department has just been opened on the second floor of the Julius Grossman store at 537 Fifth Avenue. This department now occupies the space formerly used by the children's department. Children's shoes are now sold on the fourth floor. As this is to be the only Pedemode agency in the city, the management has gone to considerable expense in fashioning a very attractive and practical floor for the exclusive sale of these well known shoes.

Factory Busy

LOGAN, OHIO—The Logan plant of the Cincinnati Shoe Co. is now operating on a basis of 900 pairs daily in the cutting room and it is announced that this will soon be increased to 1200 pairs daily.

THE BUSINESS BAROMETER

Latest Reports of New Stores, Failures, Embarrassments and Bankruptcy Proceedings

Business Changes

ILLINOIS—Chicago—Kostman's Boot Shop, Inc. (2634 West North Ave.); boots and shoes; inc. authorized capital $4,000.

East St. Louis—Joseph Goldenberg ("St. Clair D. G. Store") (State St. Market) (1547 St. Clair Ave.) (3720 State St.); reported selling or sold out at 1547 St. Clair Ave.

Rockford—Trine Shoe Co. (117 West State St.); boots and shoes; inc. authorized capital $10,000.

INDIANA—Gary—Sam L. Rohrlich ("Broadway Family Shop) (1544 Broadway); boots, shoes, etc.; reported selling or sold out.

Terre Haute — Behymer & Gottschalk Shoe Corp. (658 Wabash Ave.); recently commenced business.

LOUISIANA — Shreveport — George W. Monzingo ("Geo. Monzingo Co.") (704 Texas St.); boots, shoes, etc.; succeeded by Monzingo & Adams, Inc.

MASSACHUSETTS—Boston—Thayer McNeil Co.; boots and shoes; capital stock reduced by $10,000.

Framingham—Freeman Shoe, Inc.; manufacturers; voted to issue 350 shares of common stock.

Haverhill—J. M. Archambault Shoe Co., manufacturers; inc. authorized capital $10,000.

Martin-Tickelis Shoe Co., Inc.; manufacturers; inc. authorized capital $50,000.

Lowell—Harlans Co.; boots, shoes, etc.; recently incorporated.

New Bedford—Simon Beserosky (Simon's Cut Price Store); boots, shoes, etc.; succeeded by William O. Wood.

MINNESOTA—St. Paul—Lewis Clothing Co. (188 E. Seventh St.); boots, shoes, etc.; recently commenced business.

NEW YORK—Albany—Cut Rate Shirt & Tie Shop, Inc.; boots, shoes, etc.; recently incorporated.

Brooklyn—Harbaker Shoe Co., Inc.; boots and shoes; inc. authorized capital $10,000.

Mirrow Shoe Stores, Inc.; boots, shoes, etc.; inc. authorized capital $20,000.

Sunrise Slipper Shoppes, Inc.; boots and shoes; recently incorporated.

New York City—Adams Shoe, Inc.; boots and shoes; inc. authorized capital $5,000.

Rose Amado, Inc.; boots, shoes, etc.; inc. authorized capital $20,000.

Carlenore Corp.; boots, shoes, etc.; inc. authorized capital $5,000.

Fred's Shoe Repairs, Inc.; boots, shoes, etc.; recently incorporated.

OHIO—Canton—Lintmaster Shoe Co.; boots and shoes; inc. authorized capital $5,000.

Cincinnati—Lyda Kidder, Inc.; boots, shoes, etc.; recently incorporated.

OKLAHOMA — McAlester — The Fair Store; boots, shoes, etc.; inc. authorized capital $10,000.

Mangum—C. M. Stone & Co.; boots, shoes, etc.; inc. authorized capital $125,000.

PENNSYLVANIA — Philadelphia — Columbia Shoe Store (4032 Lancaster Ave.); sold or closed out business.

Sbicca—Banford, Inc.; boots and shoes; recently incorporated.

Failures, Embarrassments, Etc.

CONNECTICUT — Meriden — Morris Goldstein ("David's Boot Shop") (51½ W. Main St.); boots and shoes; reported called meeting of creditors.

FLORIDA — Tampa — Joseph Fleischman ("Globe Clothing and Tailoring Co.") boots, shoes, etc.; reported petition in bankruptcy.

Abe Rippa ("A. Rippa Department Store); boots and shoes; reported petition in bankruptcy.

ILLINOIS—Chicago—Harry H. Chavis (Belmont Shoe Store) (1002 Belmont Ave.); boots and shoes; reported called meeting of creditors Aug. 3.

Peter Fischer (6050 Addison St.); boots, shoes, etc.; reported petition in bankruptcy.

Linn Shoe Store (4114 Armitage Ave.); boots and shoes; reported assigned.

Paul P. Shopper ("Jack & Jill Shoe Shoppe") (6817 Stony Island Ave.); boots and shoes; reported called meeting of creditors.

MAINE—Bangor—Charles A. Watson ("Cooperative Shoe Jobbing Co."); boots and shoes; reported petition in bankruptcy.

MASSACHUSETTS—Worcester—Samuel Hurwitz; boots and shoes; reported assigned.

NEBRASKA — Omaha — Alperson's Clothing Store ("Alperson's"); boots, shoes, etc.; reported petition in bankruptcy; reported receiver appointed.

NEW JERSEY—Newark—Abram B. Yellin (194 Hawthorne Ave.); boots, shoes, etc.; reported petition in bankruptcy.

Passaic—Calvin Friend (596 Main Ave.); boots and shoes; reported called meeting of creditors.

NEW YORK—New York City—Cammeyer, Inc. (427 and 677 Fifth Ave.); boots and shoes; reported offering to compromise.

Harry Cohen (481 Claremont Parkway); boots and shoes; reported assigned.

Empire Shoe Co., Inc. (97 Chambers St.); boots and shoes; reported petition in bankruptcy; reported receiver appointed.

J. Simon & Son (Janason Shoe Co.) (79 Water St.); boots and shoes; reported petition in bankruptcy.

Stella Shoe Co.; wholesale boots and shoes; reported offering to compromise at 25 per cent.

OHIO—Akron—Dan Magilavry; boots and shoes; reported petition in bankruptcy.

OKLAHOMA—Oklahoma City—Renners, Inc. (317 West Main St.); boots and shoes; reported assigned.

PENNSYLVANIA—Kane—Carl Gustaf Engstrom; boots and shoes; reported petition in bankruptcy.

Osceola Mills—Sol Newman; boots, shoes, etc.; reported petition in bankruptcy.

Quakertown—John H. Otten; boots, shoes, etc.; reported petition in bankruptcy.

TEXAS—Abilene—Yager Shoe Co.; boots and shoes; reported petition in bankruptcy.

New Shoe Stores

New York, N. Y.—Jetta Beauty Shoes, 513 Sutter Ave.

Cuero, Tex.—Charles Lenz, East Main St. (soon).

Wausau, Wis.—Dalton Stores, Inc.

Cudahy, Wis.—Degner Shoe Mfg. Co. (mfrs.).

Chicago, Ill.—Kustman's Boot Shop, Inc., 2634 W. North Ave.

Jasper, Tex.—N. H. Gibbs & Co.

Breckenridge, Tex.—Bond T Dry Goods Co.

Beverly, Mass.—F. W. Bartlett Shoe Co., 59 Park St. (mfr.).

Columbus, Ohio—Mogul Men's Shop, Inc., 65 W. Broad St.

Maysville, Ky.—Gabils & Snapp Co.

Morehead, Ky.—W. T. Baumatark & Co., Inc.

Dayton, Ohio—Workman's Store, Inc.

Madison, Wis.—Berland Shoe Stores, Inc., C. E. Blake, mgr.

Norwalk, Wis.—Norwalk Mercantile Co.

Newark, N. J.—Essex Shoe Co.

Long Beach, Cal.—Broadlo, Ltd., 201 E. Broadway.

Philip, S. D.—Montgomery Ward & Co. (soon).

Cleveland, Ohio—J. J. Newberry Co. (Sept. 1), 10302-08 Euclid Ave.

Fargo, N. D.—W. T. Grant Co., 106 Broadway (Oct. 1).

Buffalo, N. Y.—Van Deventer Shoe Co., Inc.

Brooklyn, N. Y.—Harbaker Shoe Co., Inc.

Canton, Ohio—Lintmaster Shoe Co.

Greenwood, S. C.—Fred Smith Co.

Allen, Okla.—Adams Department Store (soon).

Demopolis, Ala.—Sumter Counry.

Tarpon Springs, Fla.—Glankes Department Store, Pinellas and Safford Aves.

Redwood Falls, Minn.—Johnson & Wingate (soon).

Versailles, Ky.—G. A. Dinwiddie.

Magnolia, Ark.—The Fomley Store, E. Main and Public Square.

La Rue, Ohio—Ira C. Shick (soon).

Falmouth, Ky.—T. A. Thomas, Masonic Temple Bldg. (soon).

Manning, S. C.—Goldstein Merchandise Store (soon).

Gamber, Md.—N. Love & Son (soon).

Las Vegas, Nev.—S. Sargent, 624 S. 1st St.

Birmingham, Ala.—Ade Company, 6929 1st Ave.

Alma, Wis.—Thos. Bitzan (soon)

New York, N. Y.—Whalley-Ford, Ltd., 14 E. 45th St. (soon).

Dillon, S. C.—Dillon Department Store.

New York, N. Y.—National Footwear Corp.

New York, N. Y.—National Retail Shoe Corp.

New York, N. Y.—Polly Peters, Shoe Corp.

Brooklyn, N. Y.—Sunrise Slipper Shoppes, Inc.

El Centro, Cal.—A. Karl Shoe Store, 5th and Main Sts.

Owego, N. Y.—F. Dean Rundell.

Effingham, S. C.—Coward's Cash Store.

Oshkosh, Wis.—The Banner Store, Inc.

Burlington, Iowa—Economy Store.

Canon City, Colo.—Everybody's Store.

Logan, Utah—J. E. Hyde.

Pierre, S. D.—Sam W. Brown.

New York, N. Y.—Sadson Shoe Corp.

Brooklyn, N. Y.—Mirror Shoe Stores, Inc.

New York, N. Y.—Fred's Shoe Repairs, Inc.

Neenah, Wis.—Samuel Chaimson.

Indianapolis, Ind.—Lohss Department Store, 3317-19 E. 10th St.

Philadelphia, Pa.—Union Shoe Co., 1730 South St. (soon).

Quitman, Ga.—Joe Kalin (soon).

Wheeler, Ore.—Wheeler Dry Goods Co.

Black River Falls, Wis.—The Model Store, Walter G. Warner, mgr.

Gromore, Wash.—H. & B. Trading Co.

Ada, Minn.—Associates, Inc.

Springfield, Mo.—Sydeman Bros.

Martinsville, Ind.—Edw. Elliott.

Rochester, Ind.—Jack Stafford.

New York, N. Y.—39th St. Shoe Repairing Co., Inc.

New York, N. Y.—Quality Shoe Shop, Inc.

Fort Worth, Tex.—Juvenile Shoe Store, 302 Houston St.

New Bern, N. C.—Thompson Shoe Stores, Inc.

Gladewater, Tex.—The Farris Store.

Tarpon Springs, Fla.—Pinellas Department Store.

Redwood Falls, Minn.—W. R. Wingate (soon).

Industry, Ill.—Ora Young.

Appleton, Wis.—Keuther Bros.

Marietta, Okla.—R. M. Suddath.

Ottawa, Kan.—Little Co., 332 S. Main St.

Frankfort, Mich.—The Forest Store, Chas. Forrest, mgr.

Milaca, Minn.—Ben Nelson.

Ellsworth, Minn.—J. Elmer Johnson.

Drummond, Mont.—H. J. Faust.

McNally, Iowa—F. J. King.

Kuna, Idaho—J. W. Booher.

San Francisco, Cal.—Booker & Peterman, 124 Post St.

San Francisco, Cal.—Friedman-Shelby Shoe Co., 833 Market St.

San Francisco, Cal.—Protzel's Bootery, 2456 Mission St.

Seattle, Wash.—E. L. Knudson, 2512 Fremont St. (shoe findings).

Arlington, Wash.—Hans Sondergard.

Rice, Wis.—Howard Clinton.

Chewelah, Wash.—T. W. Atchley.

San Francisco, Cal.—Kurant's Shoe Store, 47 3rd St.

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THEY WANT TO KNOW

RECORDER readers have written asking for many different and sundry items. Parties interested in supplying these needs should address the RECORDER NEW YORK OFFICE. These replies will be forwarded to the inquirers. In each case please refer to the code identifying number.

N-301 Wants catalogue or book on store fronts.

N-302 Wants to buy full line of extra low price men's, women's and children's shoes. Also wants to buy findings.

N-303 Wants shoe dyes that will dry quickly.

N-304 Wants a good reliable manufacturer of women's shoes who is interested in direct selling.

N-305 Wants to buy popular priced football shoes.

N-306 Wants address of firm selling foot measuring machines.

N-307 Wants address of manufacturer of women's corrective shoes, popular priced flexible shank.

N-308 Wants booklets or material on window displays.

N-309 Wants address of manufacturers making carpet slippers.

N-310 Wants manufacturer of men's and women's shoes to retail at $1.95.

N-311 Wants manufacturer of cap toe hunting or hiking boots for women.

N-312 Is in the market for imitation silver kid leather; a cloth that is being used by some manufacturers that has the same luster as silver kid.

N-313 Wants list of "Shoe Findings Jobbers."

N-314 Wants stock boxes for shoe department.

N-315 Wants four dozen pairs green pumps, military or cuban heels, for girls' high school band.

There Is More to Tell Public Than Price

[CONTINUED FROM PAGE 21]

heeling, edge setting, edge finish, bottom finish, sock lining and placing in cartons, a total of fifteen, or a grand total of 388.

I just notice that I forgot to mention the buckles. This is two more operations, or a total of 390. Rather surprising, isn't it? But, hold on. I have been talking about one shoe. Shoes come in pairs, so we must double those figures, a total of 780 operations.

These various operations have been stated from memory, and I have no doubt that any factory man could point out some I have omitted.

This pair of shoes retails for $18.50, and I have said nothing of the cost of packing or transportation or selling.

I maintain that a pair of shoes like these are just as perfect, in their way, as a Whistler portrait. What is true of a pair of shoes is true of all merchandise. I believe that instead of putting so much emphasis on price that the public should be shown the advantages and greater satisfaction of quality and counseled to buy the best that their means will afford.

THE DOMINANT SHOE VALUES

ARE IDENTIFIED BY THESE TRADEMARKS

RED ARROW
MEN'S SERVICE SHOES
Built for Long Wear

WEYENBERG
FOR MEN AND BOYS
Stylish to the Last Stitch Always

TUFWEAR SOLE
COM FLEX
More Days of Wear in every Pair
SHOES FOR CHILDREN
Comfortable—Durable—Flexible

PORTAGE
For Men and Young Men
PORTAGE SHOE MFG. CO.

FARGO FOUR 4
Men's Shoes
GREAT WESTERN SHOE COMPANY

FARGO FOR BOYS
Shoes for Boys
GREAT WESTERN SHOE COMPANY

WEYENBERG DOCTO-PEDIC
FOR FOOT COMFORT
For Men and Boys
COMFORTABLE ARCH SUPPORT SHOES

WEYENBERG SHOE MFG. CO.

MILWAUKEE, WISCONSIN

Eastern Branch
Weyenberg Shoe Co., Inc.
417-421 Canal St.
New York City, New York

North Pacific Branch
Weyenberg Shoe Mfg. Co.
Portland, Oregon

California Branch
Weyenberg Shoe Mfg. Co. of Cal.
Los Angeles, California

Locked Arch

MADE BY

DANIELS & TAYLOR

DERRY

NEW HAMPSHIRE

Division of Woodbury Shoe Mfg. Co., Inc.

"GREAT SCOTT"

HOW THEY WEAR

HOW THEY SELL

WRITE FOR THE

DOERMAN PLAN

OF

MODERN

SHOE MERCHANDISING

CATALOG ON REQUEST

DOERMAN SHOE MFG. CO.

SOUTH MILWAUKEE WISCONSIN

COMPO
Reg. U. S. Pat. Off.

The rapidly increasing production of COMPO Shoes and their enthusiastic acceptance by leading retailers is the best proof of their excellence.

Compo Shoe Machinery Corp.

Boston New York St. Louis

VALUE No. 2

Prevents Air Pockets

Yes, Sir! INVISIBLE MIDDLESOLE is a new bottom filler that vulcanizes the outersole firmly to the innersole—absolutely preventing air pockets in crepe and fibre soled shoes.

INVISIBLE MIDDLESOLE does away with crawling, bunching or squeaking, yet remains flexible and resilient.

Here is hidden value your customer — the wearer — will enjoy.

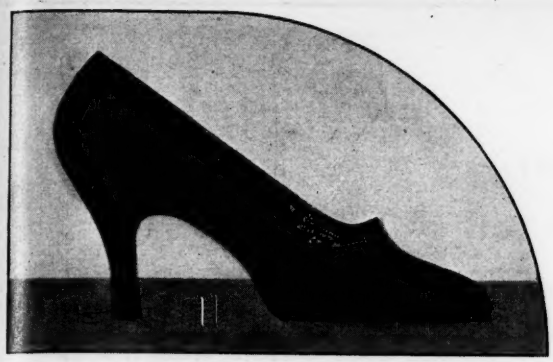
1. IT FORMS A 3 PLY UNIT
2. PREVENTS AIR POCKETS
3. UNIFORM FLEXIBILITY
4. RESISTS MOISTURE
5. RESISTS HEAT & COLD
6. PREVENTS BUNCHING

Mr. Shoe Manufacturer: let us send you a generous working sample of INVISIBLE MIDDLESOLE and test for yourself the remarkable merits of this great advancement in modern shoemaking.

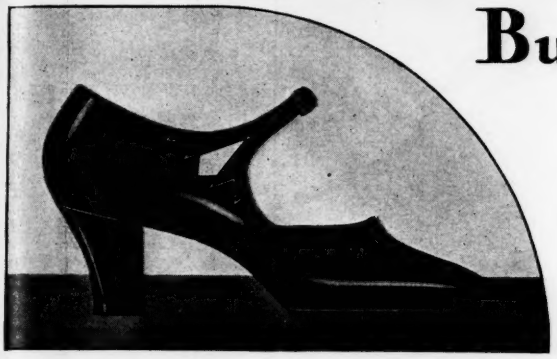
BECKWITH • MFG • COMPANY

Manufacturers of Vulco Products

STATLER BLDG. • • • BOSTON, MASS.



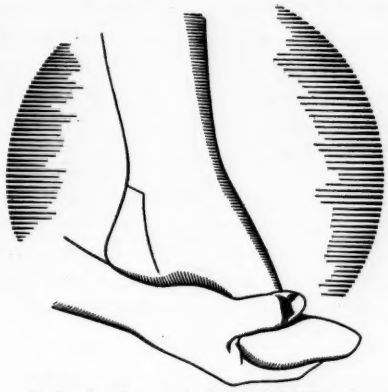
At prices of $8.50 to $10.00 Foot Delight Shoes attract and hold "the higher price trade."



Business is Good in Foot Delight Stores

Let others talk of fierce competition and the troubles of the times. Foot Delight merchants keep right on building increased business—and profits, through the sale of this wonderful new shoe. No other shoe really competes with Foot Delight, and no other shoe can be like it, for its features are exclusive and patented. Its firm arch gives a strength of support never before known in shoes so light and graceful. Hidden features give a cushioned ease to every step. Foot Delight shoes can be worn indefinitely with complete freedom from fatigue.

Foot Delight merchants have discovered a shoe which liberates them from "price complex." They find that an amazingly high percentage of their customers come back and insist on another pair of Foot Delights with never a word about price. They find, too, that the news of Foot Delight is spreading rapidly . . . that new customers from their competitors' stores are helping them to build a constantly increasing volume of sales. Yes, business is good in Foot Delight stores. And it is the kind of business which is unusually sound and profitable. Bancroft Walker Company, Boston, Massachusetts.

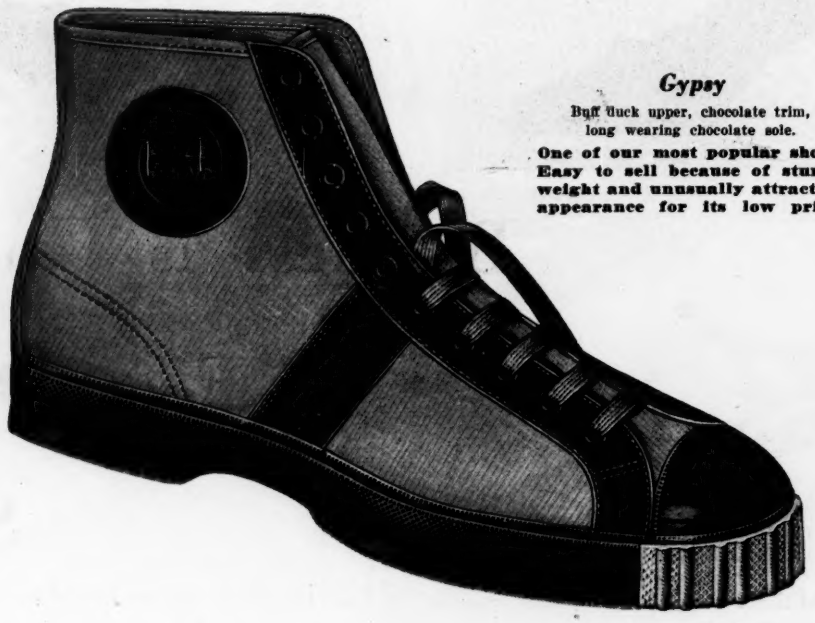


Like the Grip of a Friendly Hand

Foot Delight

PICK A GOOD LINE AND STICK TO IT

Vol. 99, No. 24. Published every week by the Boot & Shoe Recorder Publishing Company, Division of United Business Publishers, Inc., 239 W. 39th St., New York, N. Y. Entered as second-class matter Sept. 19, 1925, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription price, $3.00 per year. Printed in U. S. A.



Gypsy

Buff duck upper, chocolate trim, long wearing chocolate sole.

One of our most popular shoes. Easy to sell because of sturdy weight and unusually attractive appearance for its low price.

New Day Styles—Old Time Quality

Seven years ago when we began to make Canvas Sport Shoes, we determined to make them BALL-BAND Quality—the best. That meant better designs, because wearers demanded snug fit and proper ankle support. Better (not heavier) construction was demanded, and that meant selected materials that would wear longer.

In addition, there was a demand for new styles and colorful touches that would appeal to active youngsters. How well we have met these demands for improved designs, higher quality and more attractive styles, thousands of our customers know. We will merely mention that from July 15, 1930, to July 15, 1931, our Canvas Shoe Department produced over one and one-half million pairs of Canvas Sport Shoes to meet the demand.

If you are interested in selecting a well-balanced line of "repeaters" from thirty-one profitable styles, we suggest that you write for Illustrated Price List and tell us when you would like to see the attractive and salable styles our salesmen are displaying for 1931-32.

Mishawaka Rubber & Woolen Mfg. Co.

280 Water St., Mishawaka, Indiana

(Inquiries from the New England States and Greater New York should be addressed to Dunham Brothers Company, Dept. A, Bratttleboro, Vermont.)

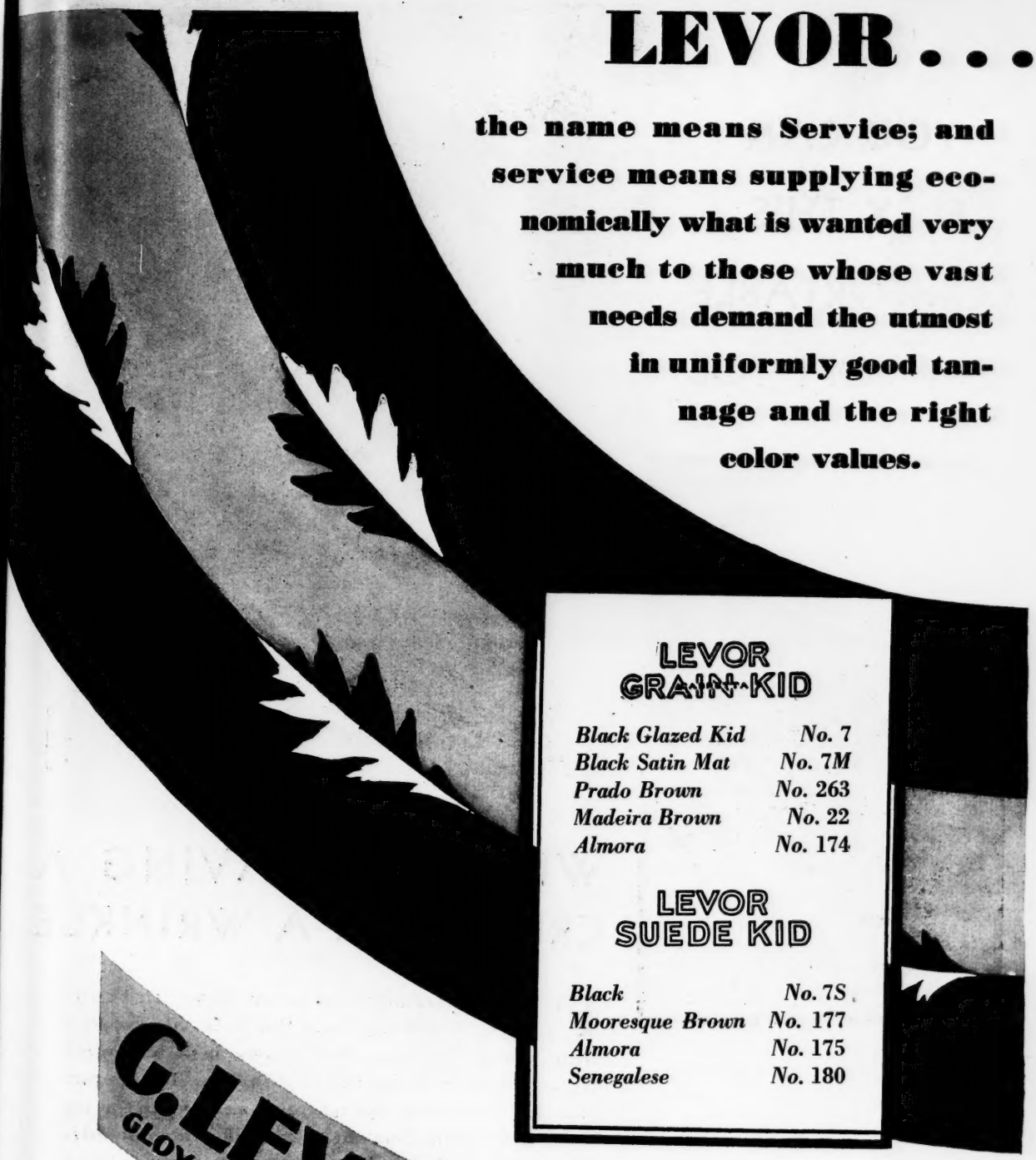
BALL-BAND (Red Ball)

Canvas Sport Shoes — Leather Work Shoes — Rubbers — Boots — Galoshes — Arctics — Woolen Footwear

We can give our usual prompt attention to orders for any kinds of Ball-Band Footwear.

LEVOR . . .

the name means Service; and service means supplying economically what is wanted very much to those whose vast needs demand the utmost in uniformly good tannage and the right color values.



LEVOR GRAIN KID

Black Glazed Kid	*No.* 7
Black Satin Mat	*No.* 7M
Prado Brown	*No.* 263
Madeira Brown	*No.* 22
Almora	*No.* 174

LEVOR SUEDE KID

Black	*No.* 7S
Mooresque Brown	*No.* 177
Almora	*No.* 175
Senegalese	*No.* 180

G. LEVOR & CO., INC.
GLOVERSVILLE NEW YORK

YOU CAN FLEX THIS COMFORTABLE SEMI-SOFT TOE

WITHOUT LEAVING A CREASE OR A WRINKLE

FLEXIBLE? Certainly—but never flabby! That's the secret of Armstrong's Cork Box Toes. You can press them almost flat—they always come back without a crease or wrinkle to mar their stylish shape. The forepart and sidewall are firm, but where tip meets vamp this toe is soft and flexible. Feet can feel the difference instantly. There's no chafing, no painful pinching. Sounds like a sport model, but you can have this comfort and lasting style in any shoe on your shelf—broad toe or narrow, dress or sport. Just specify Armstrong's Cork Box Toes on your next order. For further information write direct to Armstrong Cork Company, 933 Arch Street, Lancaster, Pennsylvania.

Ask for

ARMSTRONG'S CORK BOX TOES

ATLANTA · BOSTON · CHICAGO · CINCINNATI
DETROIT · NEW YORK · PHILADELPHIA · ST. LOUIS

Armstrong's (A) Product

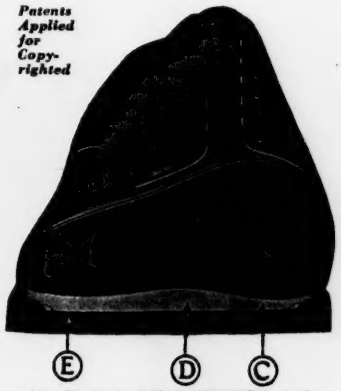
IN STOCK CATALOG

MUSEBECK
Double-Arch Wear-Straight
SHOE

The MUSEBECK DOUBLE-ARCH WEAR-STRAIGHT construction has been developed with years of research work, with one object in mind . . . shoes that would not collapse on the inside and run over, but give full protection to the bone and tissue structure of the foot and the greatest amount of Comfort obtainable in shoes.

The Metatarsal Arch

Patents Applied for Copyrighted



(C) Musebeck WEAR-STRAIGHT insole, shaped to give perfect foot balance. Result: Outsoles wear straight across the bottom instead of wearing thin to wedged shape at outside ball.

(D) Thick, mellow insole, shaped to Metatarsal Arch. A permanent solid leather arch that fits the normal foot and does not collapse.

(E) Imported hair felt, chemically treated. An insulation against dampness, cold or heat.

All stock numbers prefixed with the letter S are made with arch support innersole as illustrated above.

Terms 2% 20 Days, 30 Days Net

MUSEBECK SHOE COMPANY
DANVILLE, ILLINOIS

CUSTOM
AAA to E

068 Black Calf $4.50
067 Tan Calf 4.60

LA SALLE
A to E

018 Black Calf $4.50
017 Tan Calf 4.60

WALL STREET
AAAA to E

S014 Black Calf Arch Support Insole..... $4.85
014 Black Calf 4.50
013 Tan Calf 4.60

BLU-OXFORDS

S04 Black Calf, Arch Support Insole..... $4.85
05 Brown Kid 4.85
06 Black Kid 4.50

COMBINATION
A to E

060 Black Kid, Kang Tips..... $4.50
S060 Same as above, Arch Support Insole..... 4.85
065 Brown Kid 4.85
060 Black Calf 4.50
065 Tan Calf 4.60

BANKER
AA to E

056 Black Kid $4.50
S056 Black Kid, Arch Support Insole..... 4.85
046 Brown Kid 4.85

BROUWER RESEARCH
No. 100
AA to E

0170 Black Kid, Long Inside Orthopedic Heel... $4.85
0175 Brown Kid, Long Inside Orthopedic Heel.. 5.20
S0170 Black Kid, Arch Support Innersole..... 5.20

STRATE LAST
A to E

5555 Black Kid $4.50

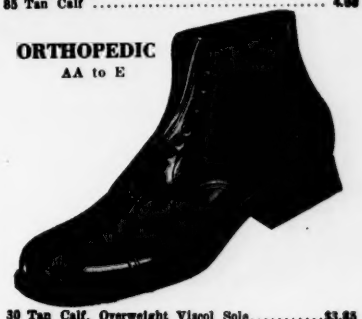
BANKER
AA to EEE

56 Black Kid $4.50
S56 Black Kid, with Arch Support Insole..... 4.85
46 Brown Kid 4.85

COMBINATION
AA to E

60 Black Kid, Kang Tips..... $4.50
S60 As above with Arch Support Insole..... 4.85
65 Brown Kid 4.85
60 Black Calf 4.50
65 Tan Calf 4.60

ORTHOPEDIC
AA to E

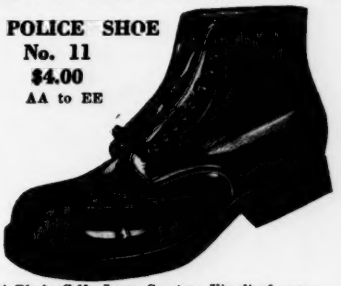


30 Tan Calf, Overweight Viscol Sole..... $3.85
50 Black Bearded Calf, Overweight Viscol Sole.. 3.85
70 Black Kid, Kang Tips..... 4.50
S70 Same as above, Arch Support Insole..... 4.85
C70 Black Kid, Cushion Insole..... 4.85
K74 Heavy Black Kangaroo Viscol Sole..... 4.50
90 Black Calf 4.50
95 Tan Calf 4.60

BLU-OXFORDS

070 Black Kid, Kang. Tips..... $4.50
S070 Same as above with Arch Support Inside.... 4.85

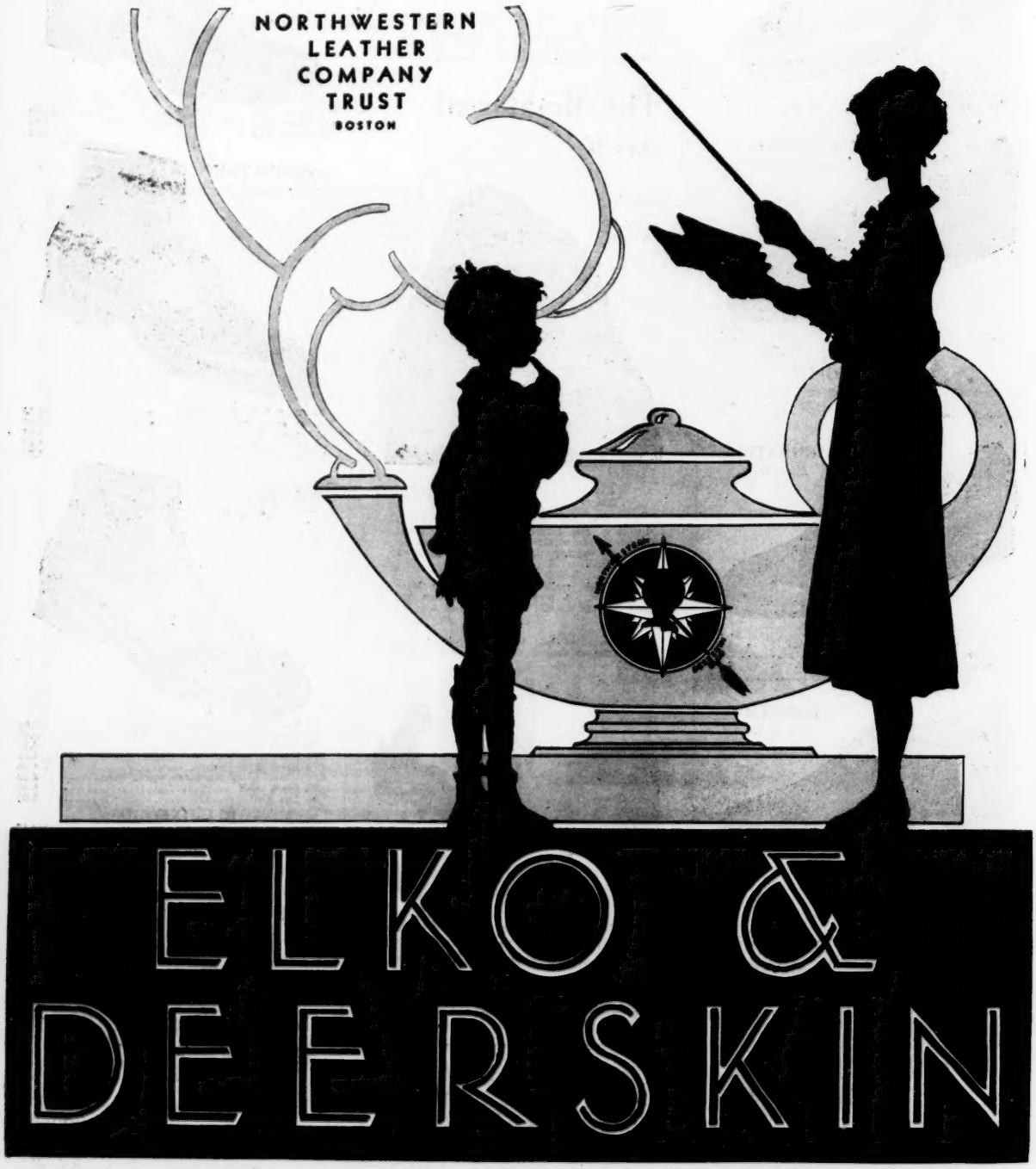
POLICE SHOE
No. 11
$4.00
AA to EE



11 Black Calf, Long Counter, Viscolized overweight double sole, Barbour Stormwelt Police Shoe $4.00
S10 Black Calf, Arch Support Innersole, Viscolized Overweight Double Sole, Barbour Stormwelt, Long Inside Orthopedic Heel, Price..... $4.50

teaching . . .

your customers to appreciate the permanent pliability and comfort of Elko and Deerskin is like investing your money in gold bonds—
Both pay steady dividends!



The Secret of Our Success

SMARTEST STYLES FIRST

IN STOCK ALL-WAYS

AAAA's to C's
1 to 9

The Gloria

Built over 2081 last with 20/8 Louis Heel
No. R-200—Black Faillette — Patent Trim $3.60
No. R-201—Dull Black Kid—Patent Trim 4.00
No. R-203—Black Suede—Patent Trim 4.50

The Beth

Built over 1681 last with 16/8 Cuban Heel
No. R-205—Brown Kid—Brown Patent Trim $4.75
No. R-206—Dull Black Kid—Black Patent Trim 4.25

The Salome

Built over 1681 last with 16/8 Cuban Heel
No. R-211—Dull Black Kid—Harmonizing Trim $4.25
No. R-212—Black Suede—Harmonizing Trim 4.75
No. R-213—Brown Kid—Harmonizing Trim 4.75
No. R-214—Brown Suede—Harmonizing Trim 4.75

The Edna

Built over 1881 last with 18/8 Louis Heel
No. R-208—Dull Black Kid..... $4.45
No. R-210—Brown Kid 4.95

The phenomenal success with which Dyer & Hall shoes have met during this period of depression is the talk of the shoe trade. We attribute our excellent business to the policy which we early established and strictly maintain — *The Smartest Styles First—In Stock All-Ways.*

Women are still buying shoes, and they're buying Style plus Quality. That's why these Dyer & Hall Smart Styles are such fast sellers and the wide-awake retailer readily recognizes the advantages of our complete In Stock All-Ways Service — *Quick Profits with a Small Investment.*

●

Order these brand new Styles today and share in the Dyer & Hall success.

AAAA's to C's
1 to 9

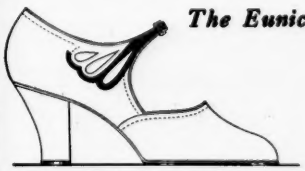
The Rachael

Built over 1580 last with 15/8 Cuban Heel
No. R-234—Dull Black Kid..... $3.90
No. R-235—Brown Kid 4.40

The Gladys

Built over 1982 last with 19/8 Louis Heel
No. R-226—Dull Black Kid—Patent Trim $4.25
No. R-227—Brown Kid—Brown Patent Trim 4.75

The Eunice



Built over 1580 last with 15/8 Cuban Heel
No. R-224—Dull Black Kid—Patent Trim $4.25
No. R-225—Brown Kid—Reptile Trim 4.75

The Sybil

Built over 1681 last with 16/8 Cuban Heel
No. R-132—Dull Kid—Genuine Gray Watersnake Tab $3.90
No. R-204—Brown Kid—No Tab..... 4.40

WRITE FOR FREE CATALOG OF COMPLETE IN STOCK LINE

DYER & HALL, INC.

AUBURN — MAINE

Give A Man Enough Rope And He'll Start Selling It!

SALESMANSHIP . . . . says Walter Booth . . . is as typical of our times, as a pocket flask. The average shoe merchant is a good salesman. And as proud of his ability to sell, as a country girl with her first lipstick.

The merchant's ability to sell SHOES at a profit should be encouraged and aided by every manufacturer. Not cramped or confined.

The merchant may be a minor genius in the matter of making money by selling SHOES. But the moment a manufacturer stamps a resale price on the SHOES, his style is cramped.

WALTER BOOTH SHOES are never stamped with the retail selling price. The merchant is the best judge of what the selling price should be. Based on location, local conditions and overhead.

The merchant may pay $3.50 for the average SHOE stamped to sell at $5.00—a 30% mark-up. A profit just a short step this side of the already over-crowded poorhouse.

WALTER BOOTH SHOES, retailing at $5.00 cost the merchant $3.25—a mark-up of 35% which permits profitable selling.

When the merchant is a sufficiently successful salesman to sell these same SHOES at $5.50 or $6.00, what does it prove?

Simply that he is using his head for something more than just keeping his ears apart!

WALTER BOOTH SHOE CO.

302 N. Broadway, Milwaukee, Wisconsin

MANUFACTURERS OF MEN'S DRESS SHOES

Retailing at $4.00 to $6.50 at a profit
In stock AAA — EEEE. Sizes 5-14